

AMERICA'S PIN-UP QUEEN ---

ARCHIE  
SERIES

NO. 2

# KATY KEENE

ANC

Comics

10¢

I'M CRAZY  
ABOUT DATES  
AREN'T YOU,  
K.O.?

YEAH! ESPECIALLY  
WITH PEACHES,  
RANDY!

HUMPH!  
FRESH!





# FUN

## FOR ALL!

# ORDER TODAY!

**THE AMAZING! THE MIRACULOUS! THE SENSATIONAL! WALK-A-DOLLY TOY OF THE YEAR!**

• SHE STRUTS — SHE WALKS — SHE RUNS!  
• 14½" DOLL — COMPLETELY DRESSED!  
• STURDY 20 GAUGE STEEL DOLL WALKER!

Thrill your child with WALK-A-DOLLY — the most exciting push-toy-outfit yet! Lovable, unbreakable, dolly smartly dressed in plaid dress, bonnet, shoes and panties — comes with separate 20 gauge steel construction stroller. Strap her in with sturdy fiber belt, elastic ankle fastenings and watch her strut! She swings her legs forward — walks as you walk — runs as you run — can't slip out! Stroller adjustable for most any doll. With molded rubber wheels, colorful, durable handling stick. **SEND NO MONEY** (C.O.D. you pay postage. Remit with order, we pay postage.)

**IMAGINE ONLY \$3.49**

### PAIR OF GADABOUTS



**ONLY \$3.98**  
**COMPLETE**

A little trunk, glided with recent labels from all over the world, comes filled with complete outfits for two 8" dolls. One when he starts, the other when he stops, and one little they'll have the time of his life. Trunk is 12" high. **SEND NO MONEY!** Remit \$3.98 and we pay postage or C.O.D. plus postage charges. If not completely satisfied in 5 days return for money refund.

**NEW! AMAZING! FREE HAIR WAVE KIT!**

**HELLO! I'm SANDY!**  
I drink I wet I sleep and you can WAVE MY HAIR!

**I have RUBBER WONDERSKIN!**

**TERRIFIC VALUE!**  
**only \$3.98**  
**complete**

**SEND NO MONEY** (C.O.D. you pay postage. Remit with order, we pay postage.)

**SEND YOUR ORDER TODAY!**

**SENSATIONAL DRINK AND WET DOLL** in washable rubber WONDERSKIN with life-like hair and realistic hair-wave kit complete with 24 plastic outfits, 24 rubber waving hands, 60 waving end papers, plastic comb and 3-oz. bottle of doll hair lotion. **ADORABLE SANDY**, 11 inches tall, has sparkling blue eyes that open and close — she drinks from her bottle with rubber nipple (included) and then wags her diaper. You can bathe her — move her caddy arms, legs and head — make her stand, walk and sleep.

**AMAZING • REAL SEWING MACHINE**

**REAL SEWING ACTION**

**READY TO SEW!**



**IMAGINE ONLY \$2.98**  
**complete**

- NOW MAKE PRETTY DRESSES FOR DOLLY
- EVERY child can operate machine
- Teaches sewing with complete safety
- Has table clamp, spool thread, needle

Now every little maker can learn to sew for her doll on her own sewing machine. Real is key, but it's real machine which really like mother's, easy to operate for every child. Just turn the handle at the side — the machine does the rest! It's thrilling, exciting fun to be dressmaker for your doll, and this remarkable imported machine makes it so easy! Made of all sturdy metal and finished in colorful, non-shipping enamel. A clamp holds the machine firmly to the table. **SEND NO MONEY!** Remit with order, and we pay postage or C.O.D. plus postage.

**AMAZING NEW! YACKETY YAK!**



**TALKING TEETH!**

**THEY WALK! THEY TALK! THEY'RE ALIVE**

Pardon us for laughing, but this is really hilariously funny! These teeth are wound up mechanically, they walk around and talk, they actually say "YACKETY YAK". Now you may not think "YACKETY YAK" is very intelligent conversation, but when you consider that these teeth actually walk about like a disembodied spirit saying "YACKETY YAK", you'll admit it's not only highly unusual, but simply sensational! Roaring laughter will follow these teeth wherever they go — whether it's in the children's playroom, at parties, or entertainments.

**IMAGINE ONLY \$1.98**

**SEND NO MONEY.** Remit with order and we pay postage, or C.O.D. plus postage.

**SEND COUPON!**

**NOVELTY MART, Dept. 58**  
59 East 8th Street, New York 3, N. Y.

Gentlemen: Please send me the following:  
Enclosed find: ☐ Check or M.O. ☐ C.O.D. plus postage.

☐ Sandy ..... \$3.98 ☐ Trunk Set ..... \$3.98  
☐ Talking Teeth \$1.98 ☐ Sewing Machine \$2.98  
☐ Walk-a-Dolly \$3.49

Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

**NOVELTY MART 59 East 8th Street, New York 3, N.Y.**



"PICTURE HATS" for

# K A T Y



DESIGNED FOR KATY KEENE  
by MISS LUCILLE BESCH,  
41-16 12th STREET,  
LONG ISLAND CITY 1, N.Y.  
AGE 16



# K E E N E



by  
BILL WOGGON

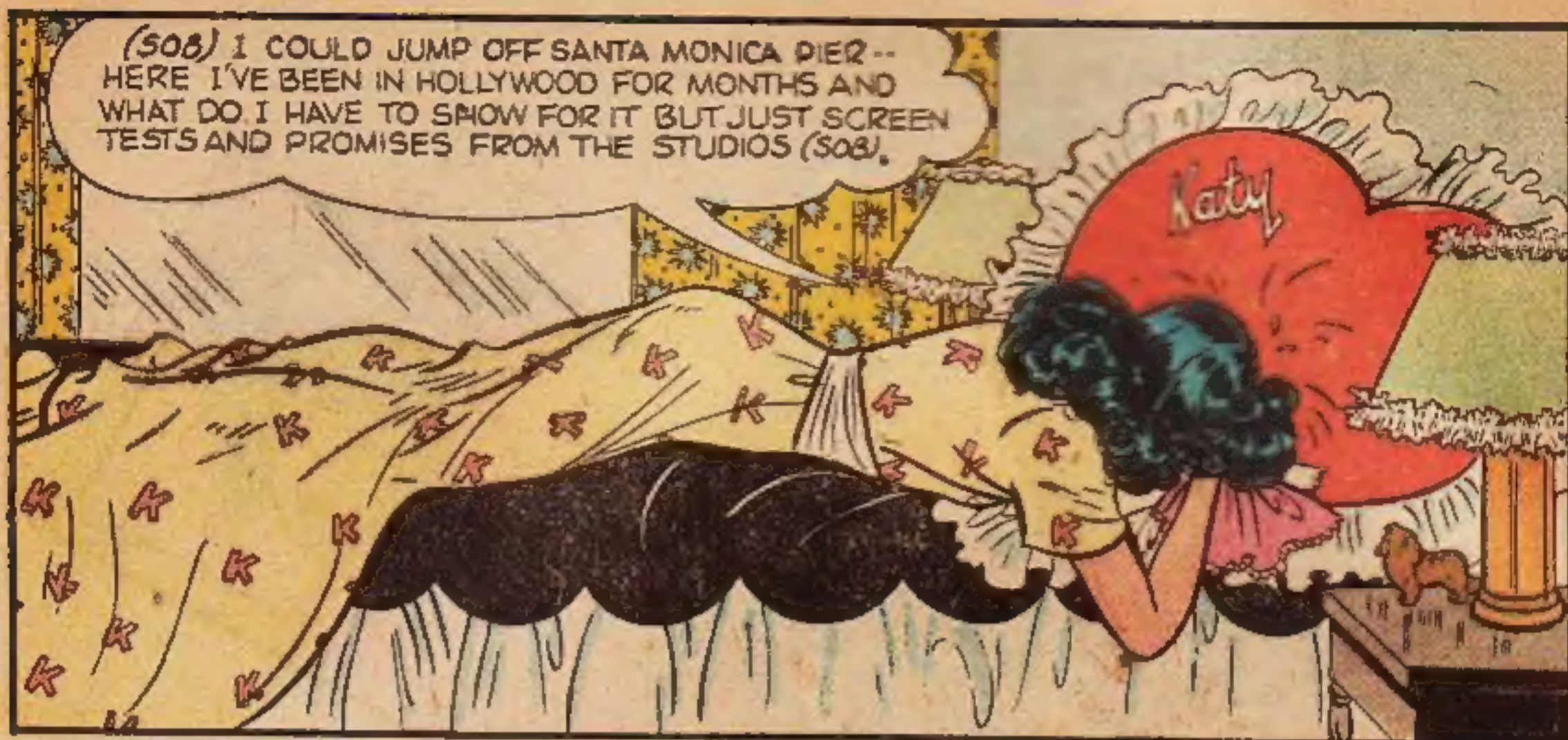
KATY KEENE

①

Katy's Cover Costume designed by SCOTT FLEMING, 725 W. BROADWAY, MAUMEE, OHIO

KATY KEENE, Number 1, published by Close-Up, Inc., 420 DeSoto Avenue, St. Louis 7, Mo. Single copy, 10c. Executive and Editorial offices: 241 Church Street, New York 13, N. Y. Copyright under International Copyright Convention. All rights reserved under Pan-American Convention. Copyright, 1950, by Close-Up, Inc. Cover and entire content protected by copyright throughout the world and must not be reproduced in whole or in part without prior written permission. Printed in U. S. A.





PAJAMAS by SANDRA STODDARD, 905 HILLCREST, BAKER, OREGON



PAJAMAS FOR SIS by CAROLYN BARNETT, DETROIT 13, MICH -- AGE 12







RANDY'S SUIT by MARY JO HOLT, 9YRS, BOX 242, MULESHOE, TEXAS.



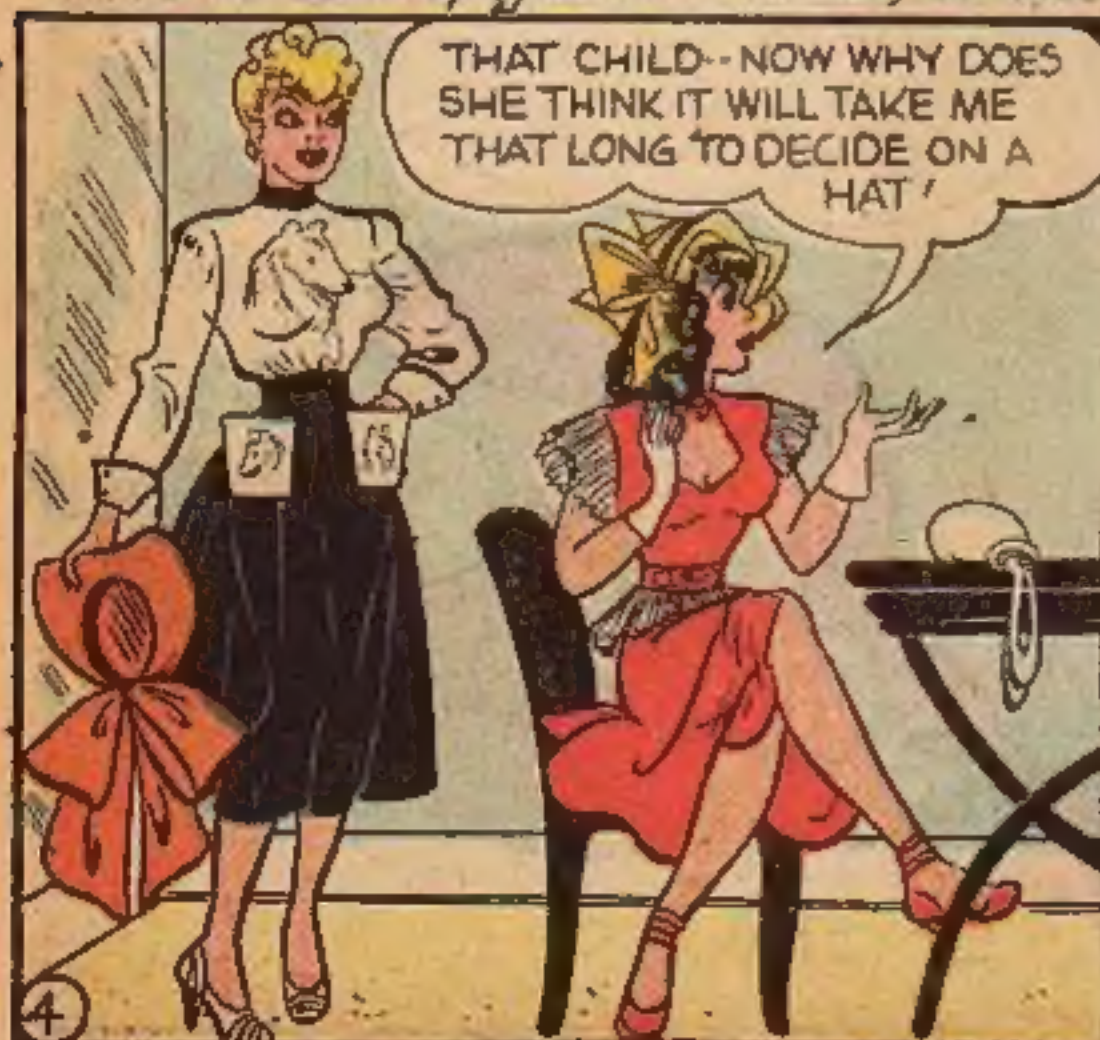
SLIP by SANDRA STEWART, 11730, 4TH ST, ALHAMBRA, CALIF







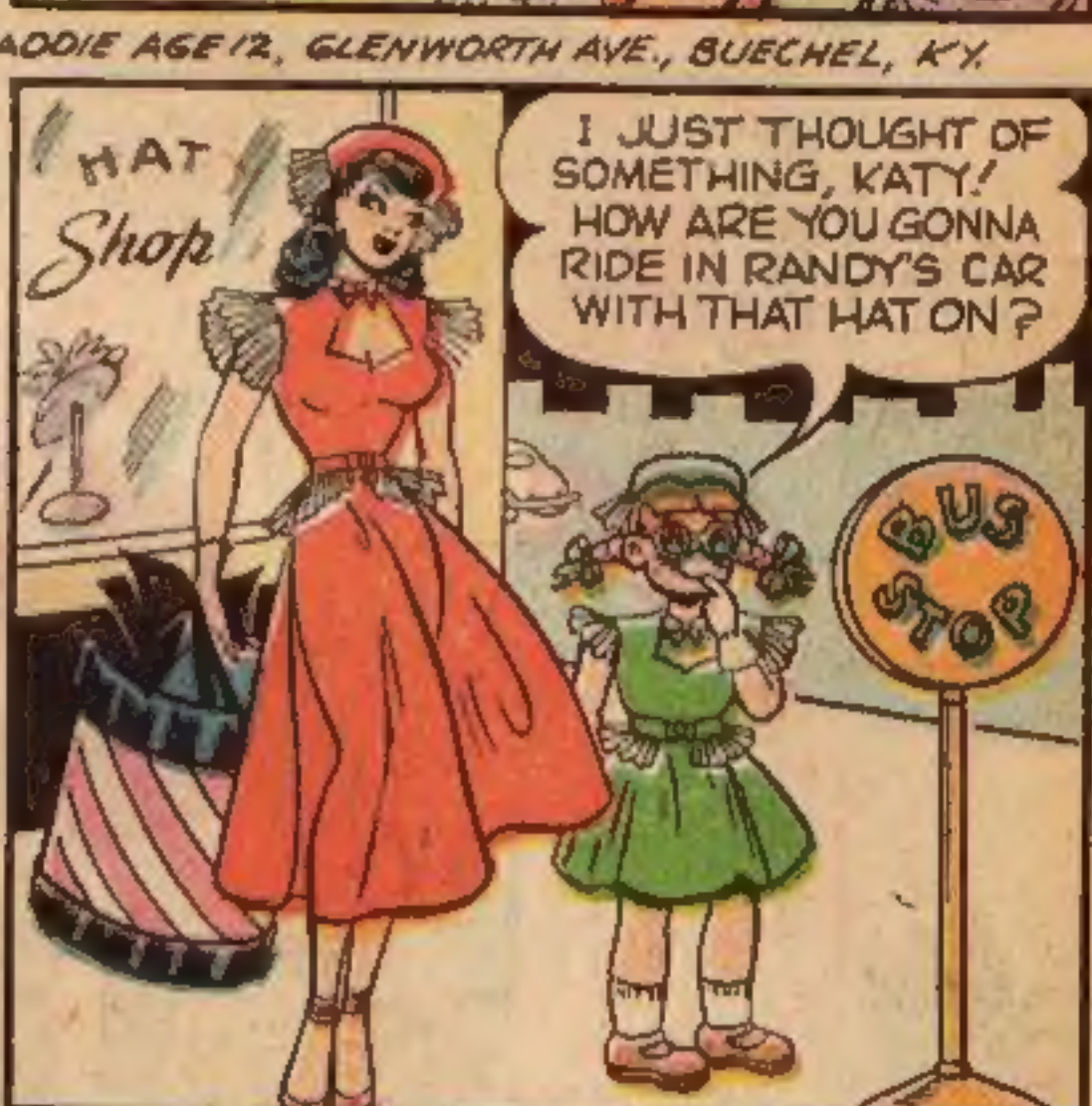
KATY'S HAT BELOW by DOROTHY ROLAND, 86 WHEELER ST., WATERVILLE 14, CONN.







HAT ON KATY ABOVE by MICHAEL GADDIE AGE 12, GLENWORTH AVE., BUECHEL, KY.



FEATHER HAT by JANELL GUILBEAU, R. R. 1, SUNSET, LA.



HOUSECOAT by BARBARA BROWN, 79 ULNEY RD., WEST ASHEVILLE, N.C.



A REAL **TALL** HAT, EH? AND IT WOULDN'T FIT IN MY DAD'S LIMOUSINE EITHER--HMM--I HAVE IT--I'LL BORROW MY AUNT TILLIE'S CAR--IT'LL BE JUST THE THING, KATY!



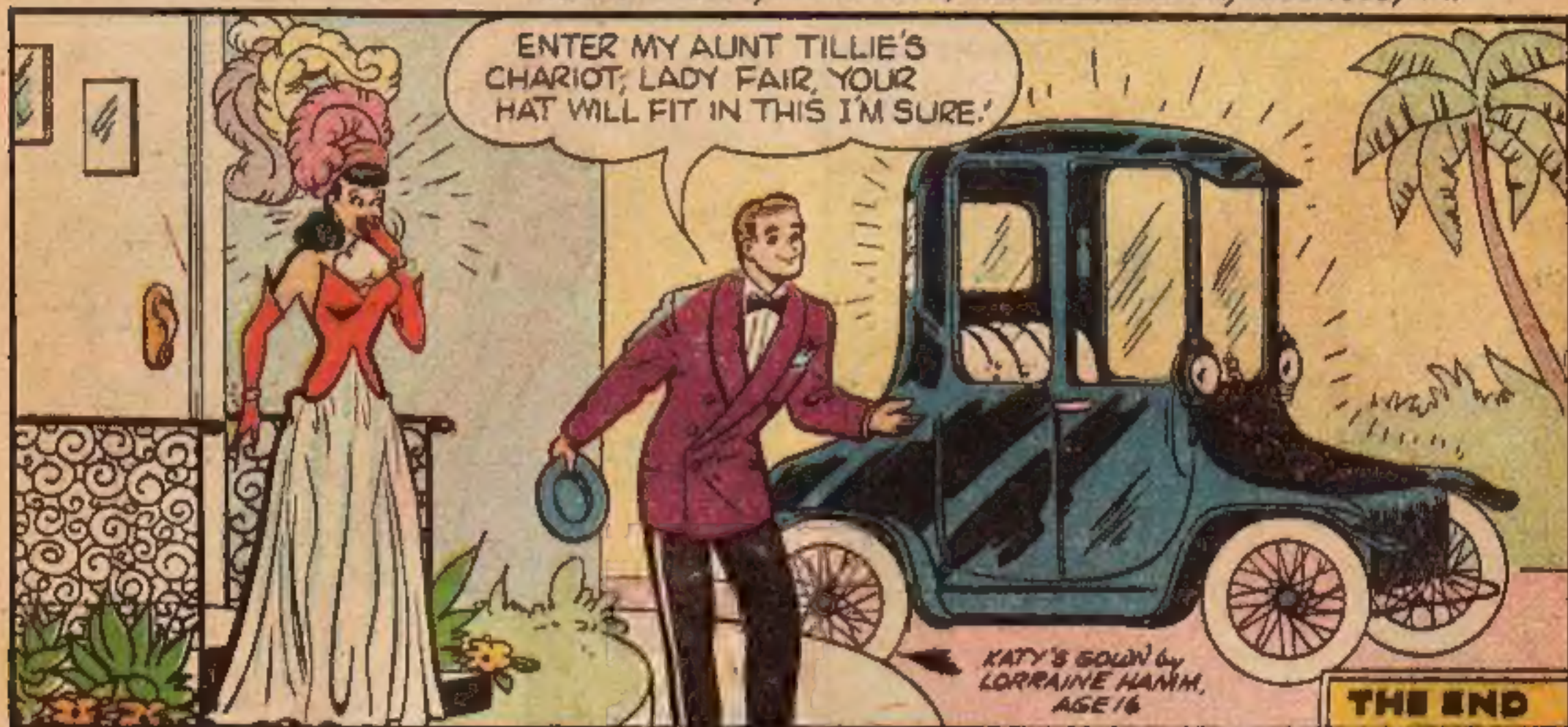
**LATER**

ARE YOU READY, KATY? HERE COMES RANDY NOW AND YOU SHOULD SEE THE CAR HE'S GOT--**WOW!**



NIGHTIE ON SIS by PATSY HASS, 552 HILLCREST RD, RIGEWOOD, N.Y.

ENTER MY AUNT TILLIE'S CHARIOT, LADY FAIR, YOUR HAT WILL FIT IN THIS I'M SURE!



KATY'S GOWN by LORRAINE HAMM, AGE 16

**THE END**

## THE ETERNAL TRIANGLE!

BETTY'S GOT HER EYE ON ARCHIE WHO HAS HIS EYE ON VERONICA WHO HAS...WELL, VERONICA HAS JUST ABOUT EVERYTHING.



IF YOU WANT TO SEE HOW MY PAL, ARCHIE, GETS INVOLVED WITH THESE TWO FEMALES, THEN DON'T MISS A SINGLE ISSUE OF PEP COMICS, LAUGH COMICS, AND ARCHIE COMICS. BE SEEING YOU!



LOOK FOR THIS TRADEMARK!





# *The LIFE of the Party*

**LUSCIOUS!  
TEMPTING!  
APPEALING!**



TOOTSIE ROLL, too, is  
the life of every party...for where-  
ever Young America gathers...its  
popularity is acclaimed by all!

**THE MOST POPULAR CANDY ROLL FOR GENERATIONS**



# KATY KEENE

by Bill Woggon



**CHINESE COSTUME**  
AND POSE DESIGNED by  
GEORGINA VARGAS,  
416 BOLIVAR ST.,  
PRDO. 24, SANTURCE,  
PUERTO RICO.

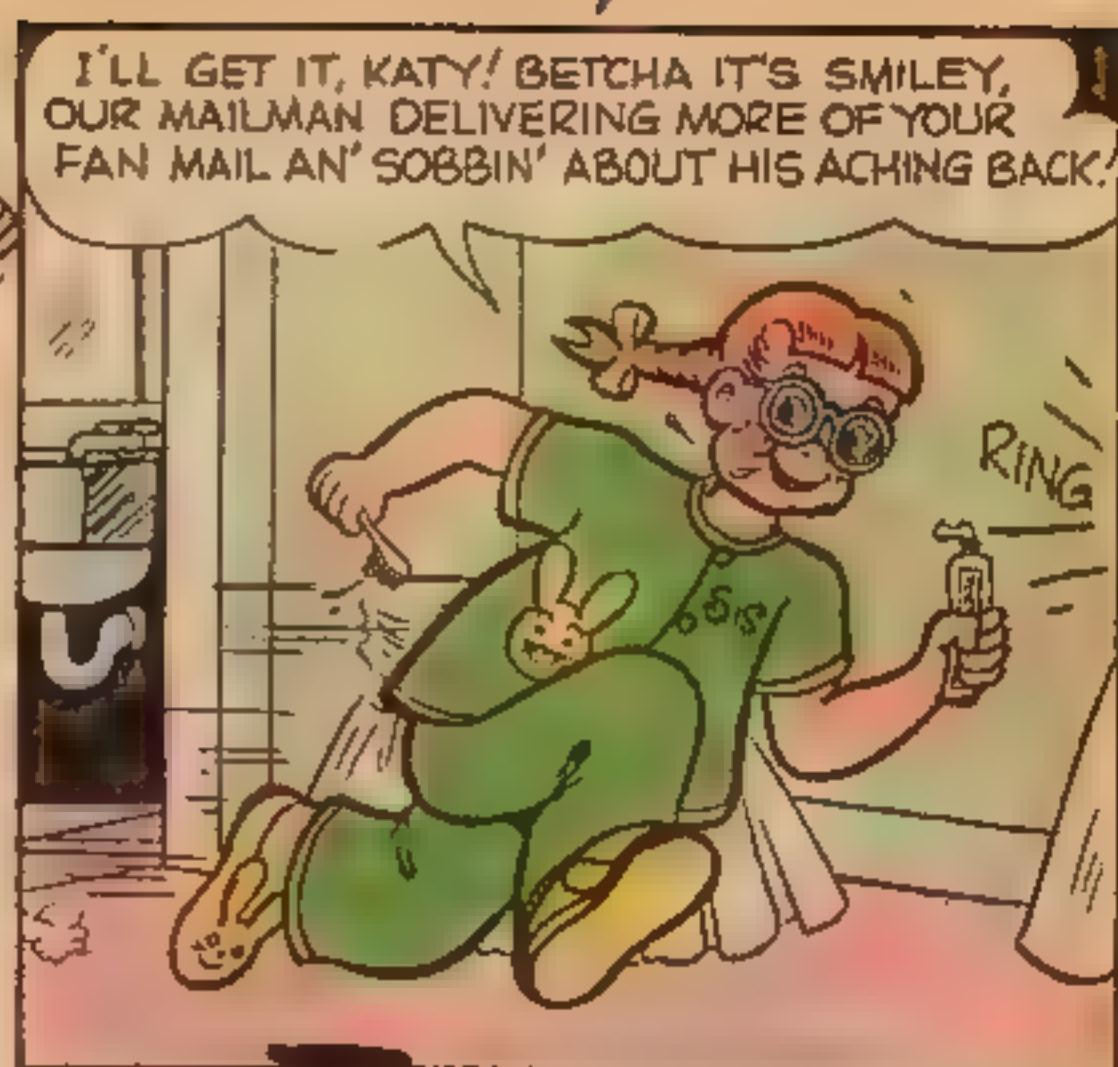
①

SAVE THIS PIN-UP OF KATY KEENE FOR YOUR COLLECTION !!!

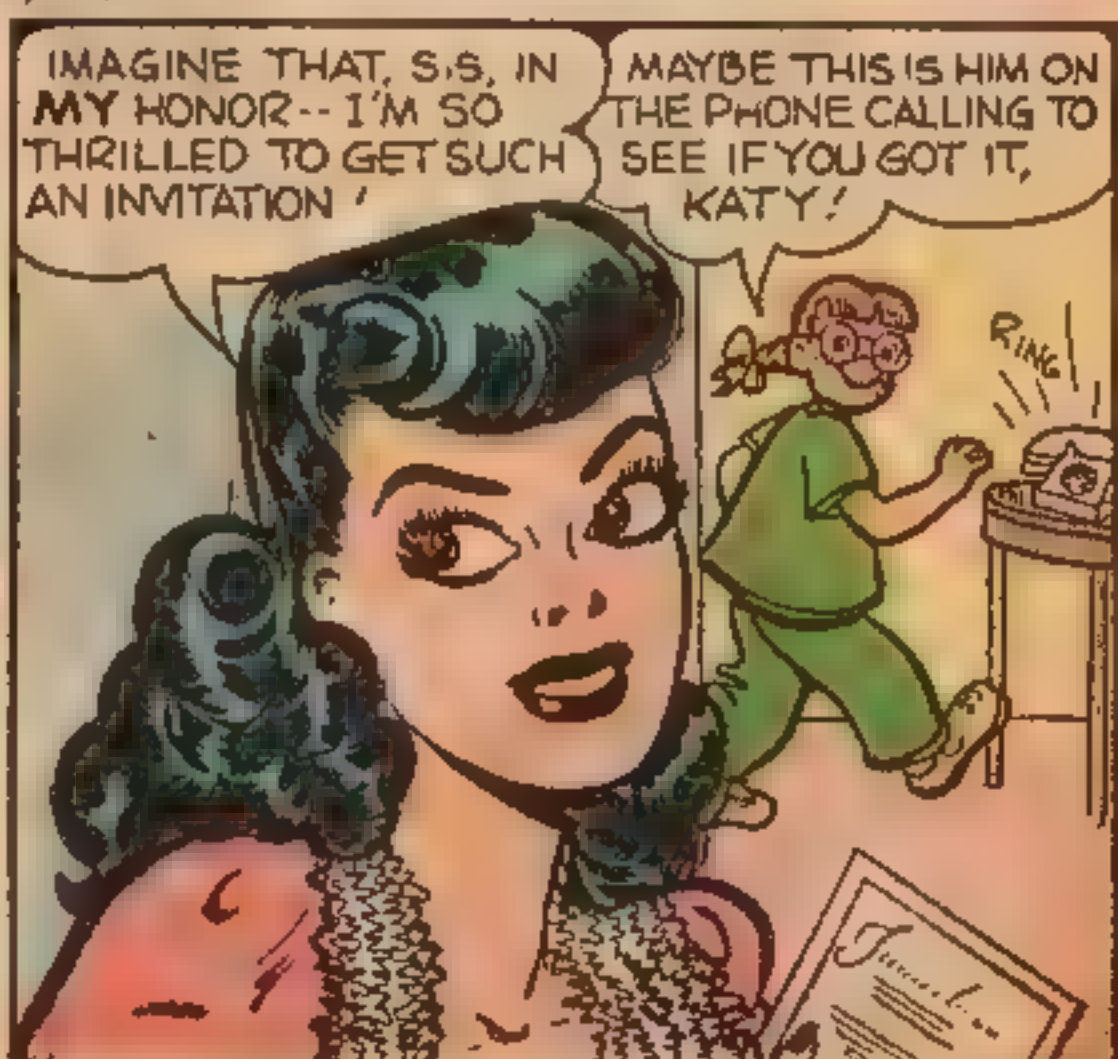
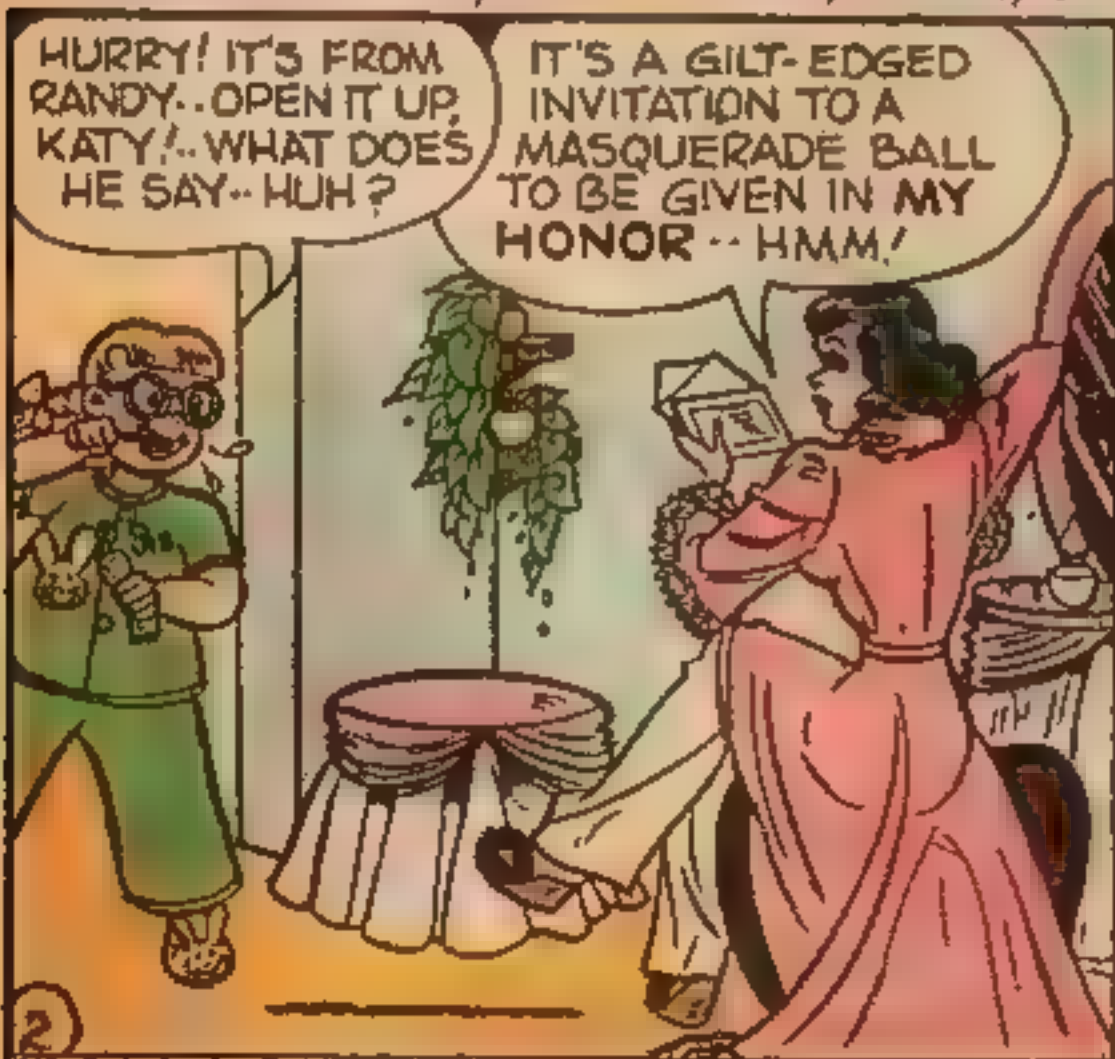
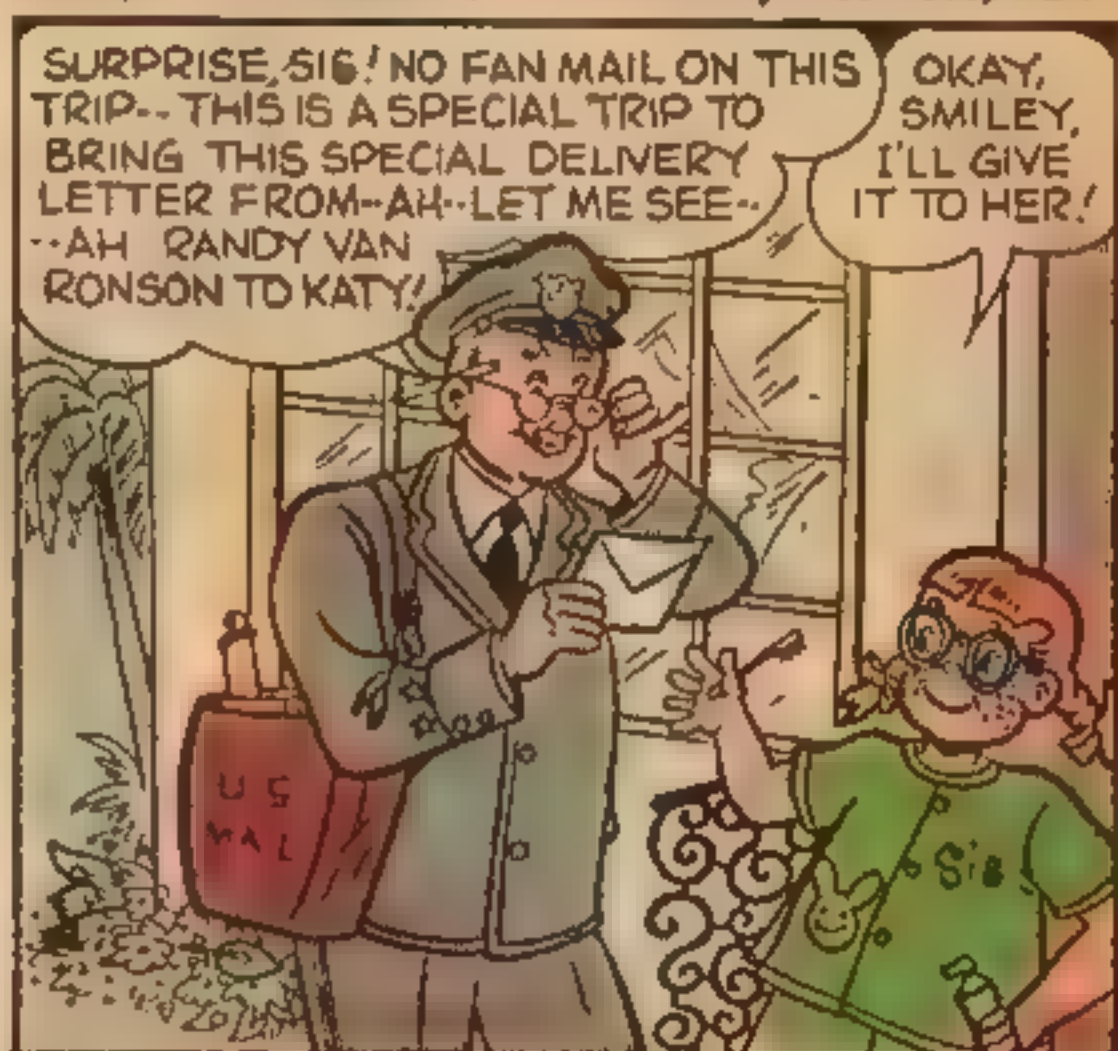




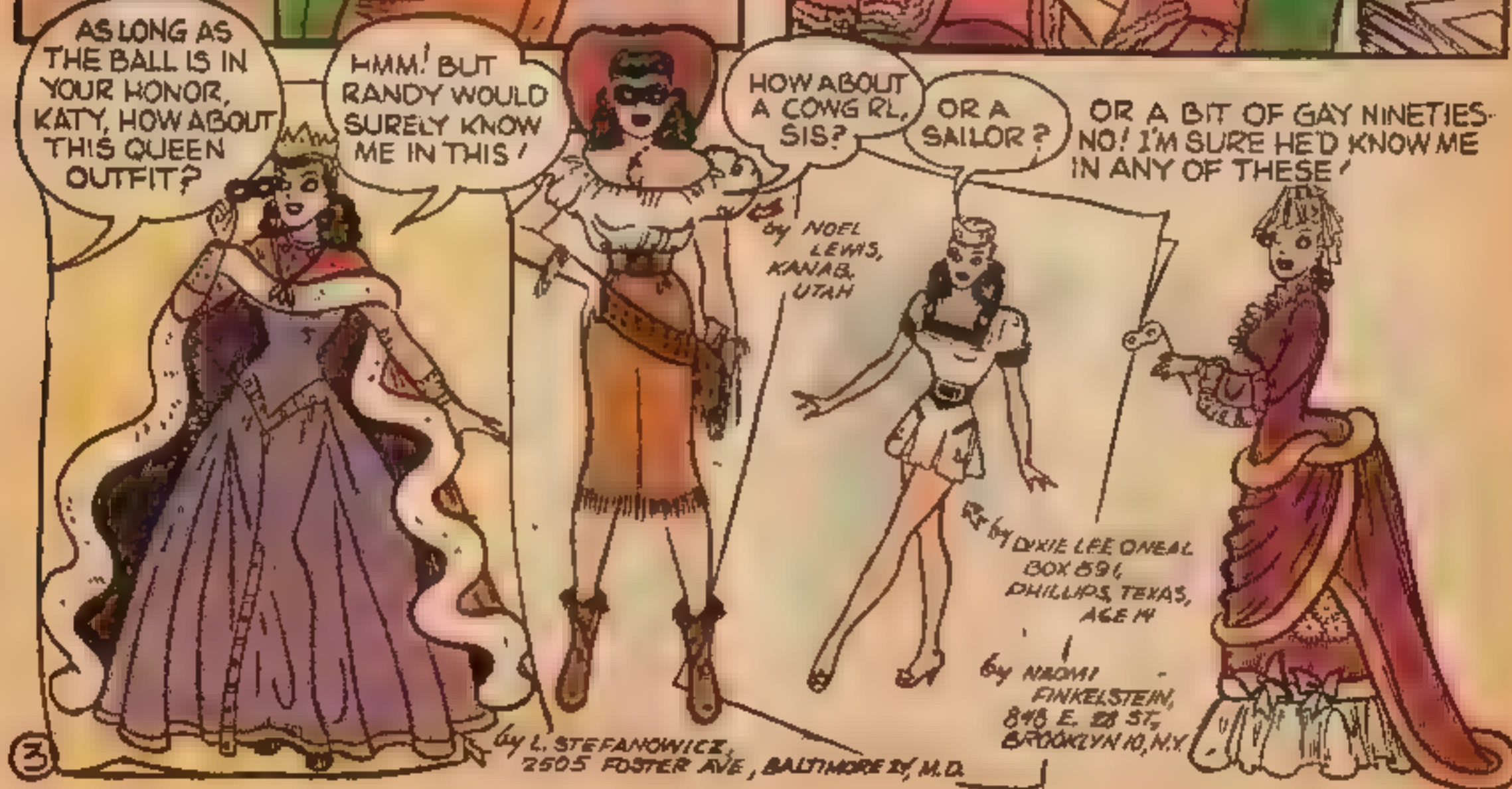
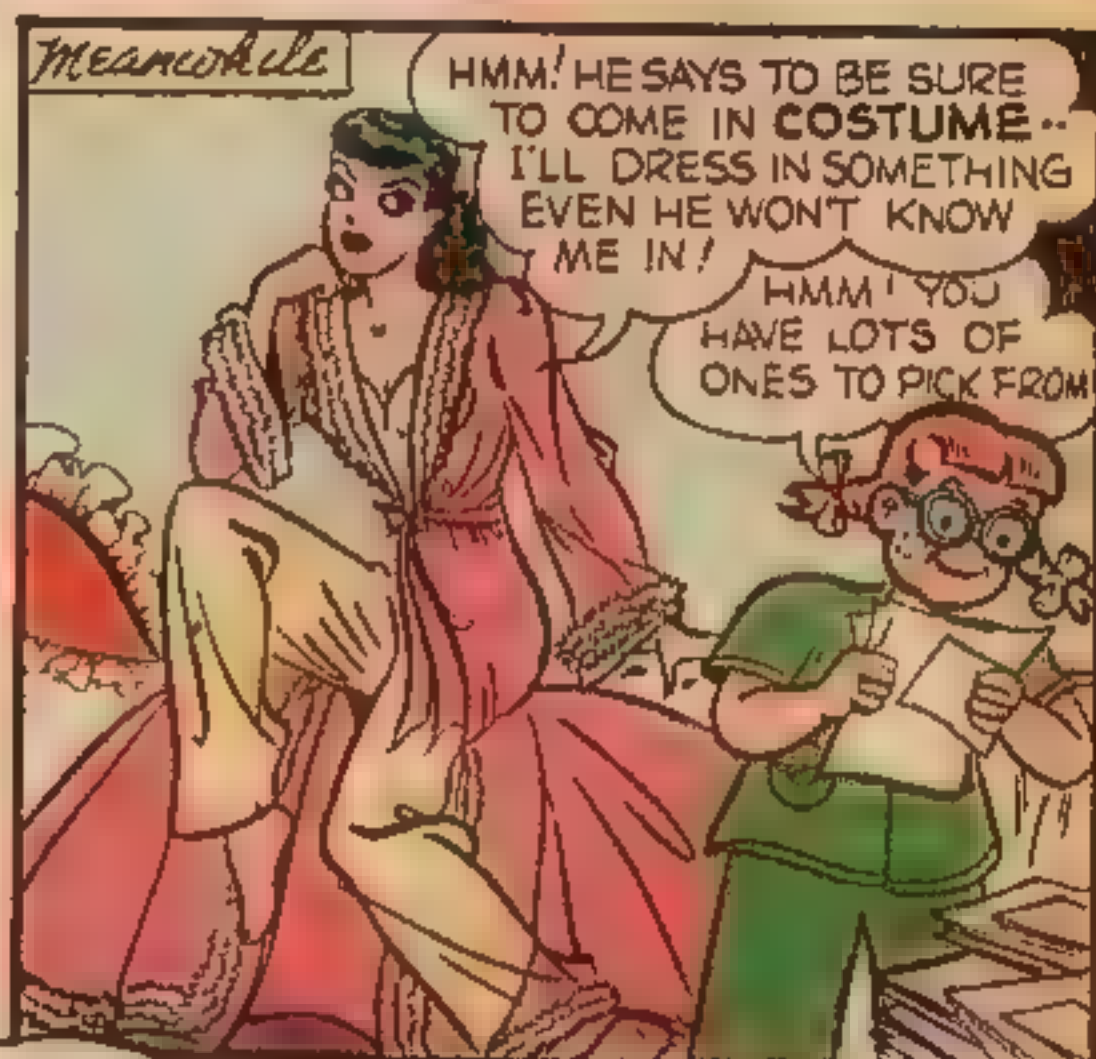
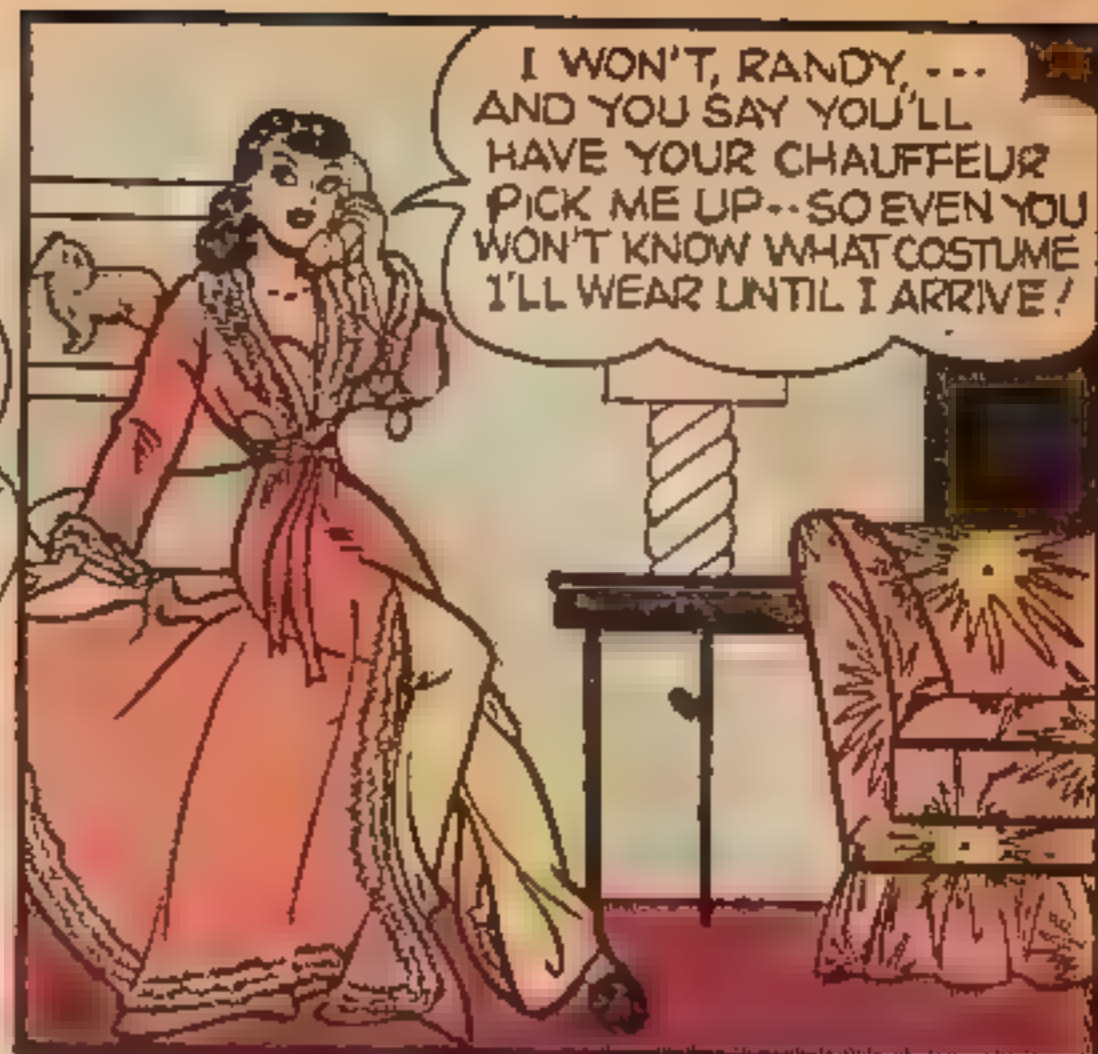
NEGLIGEE and PJ'S by MARY E. JONES, RFD 1, SALEM, ILL



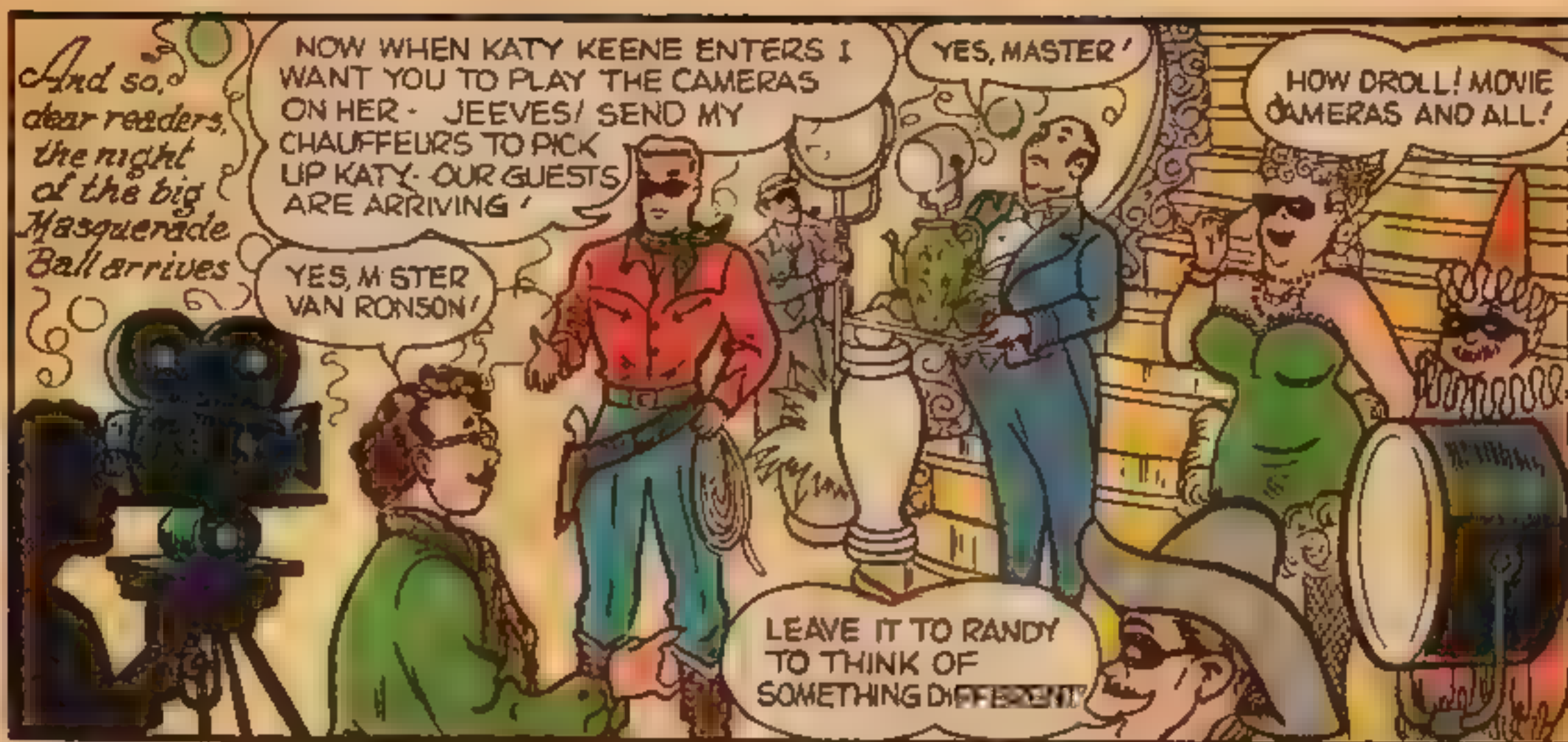
PJ'S by CAROL ROSEMAN, 17 S. E 15TH ST, HOLLYWOOD, FLA.



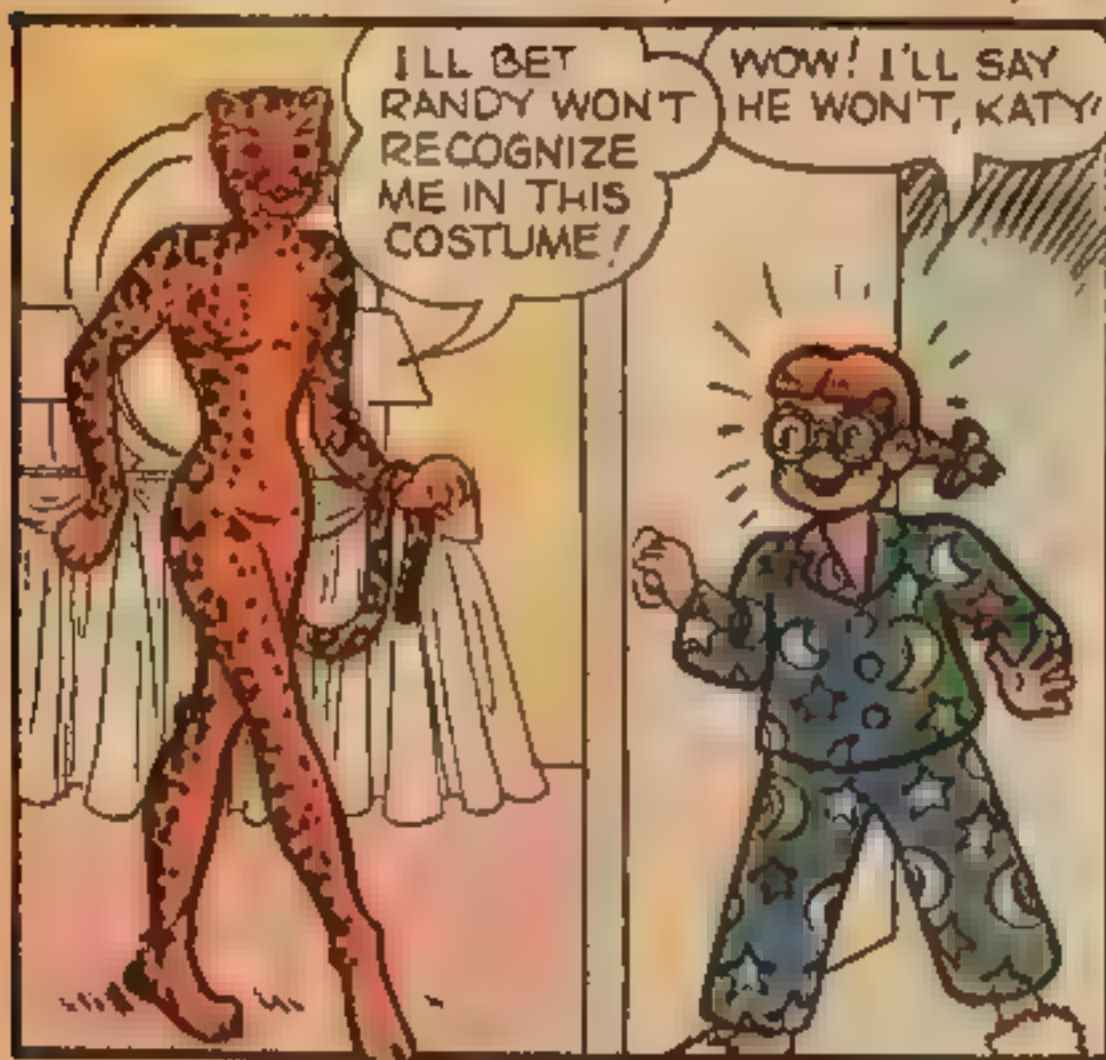




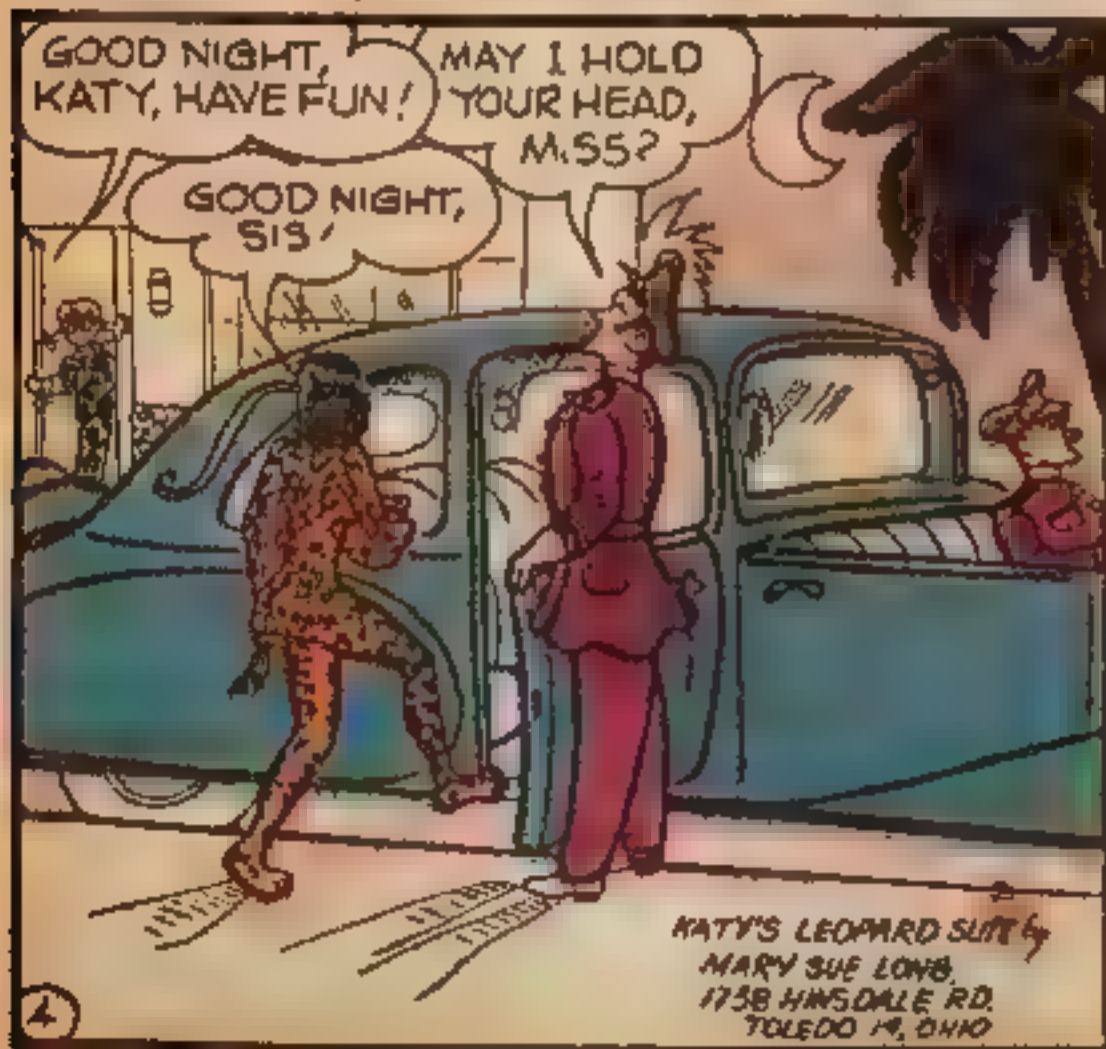
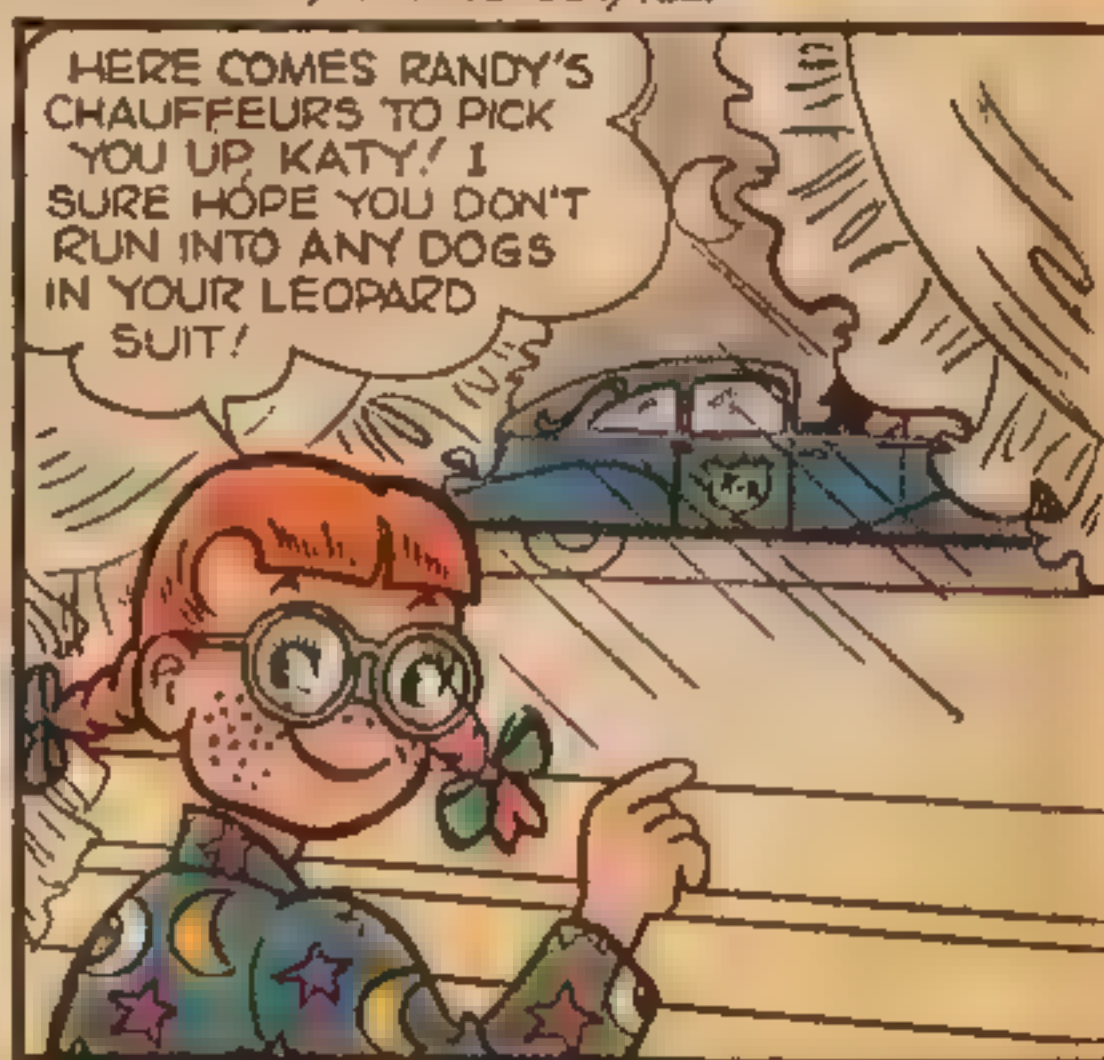




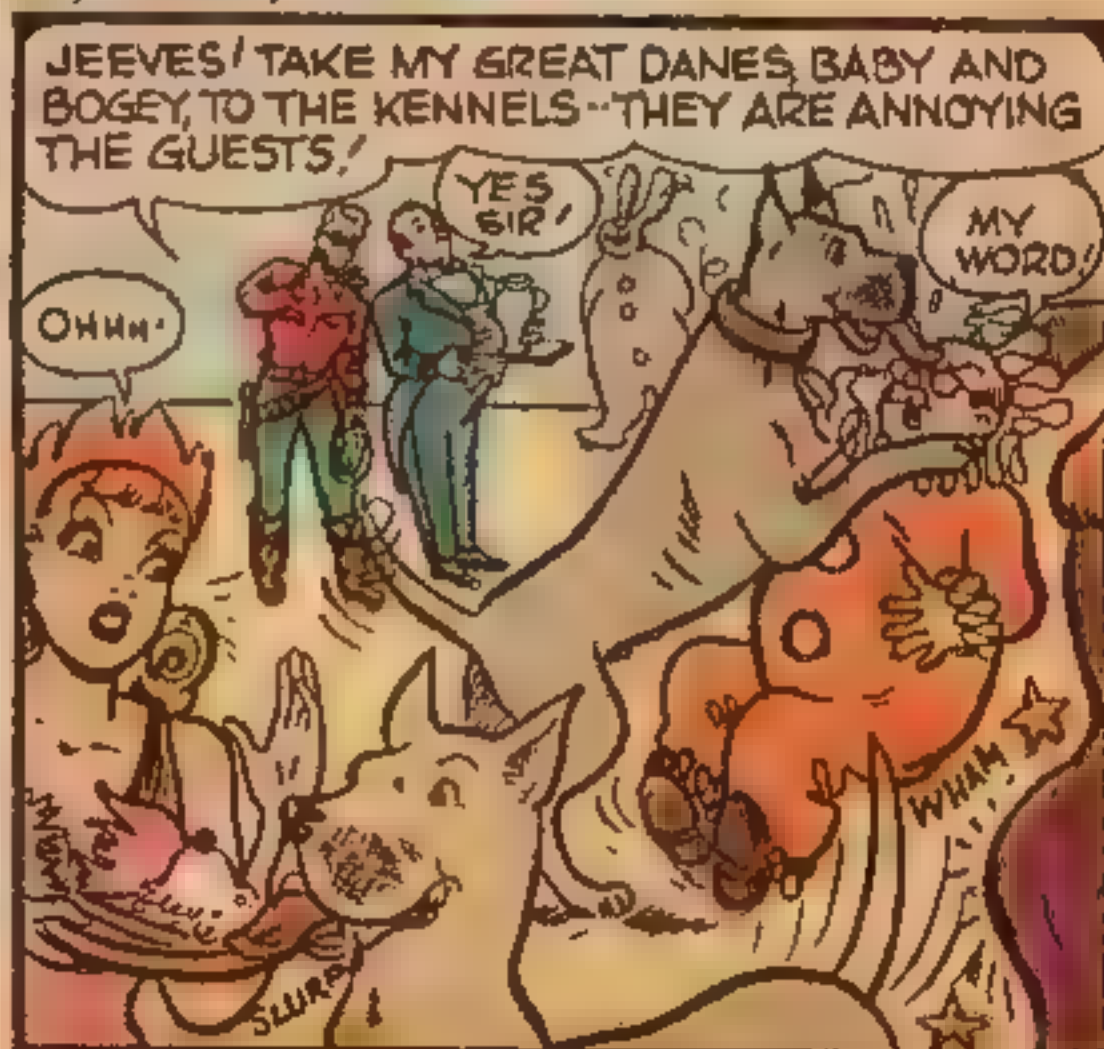
RANDY'S COWBOY OUTFIT by BETTY MILLER, 2049 ILLINOIS ROAD, NORTHBROOK, ILL.



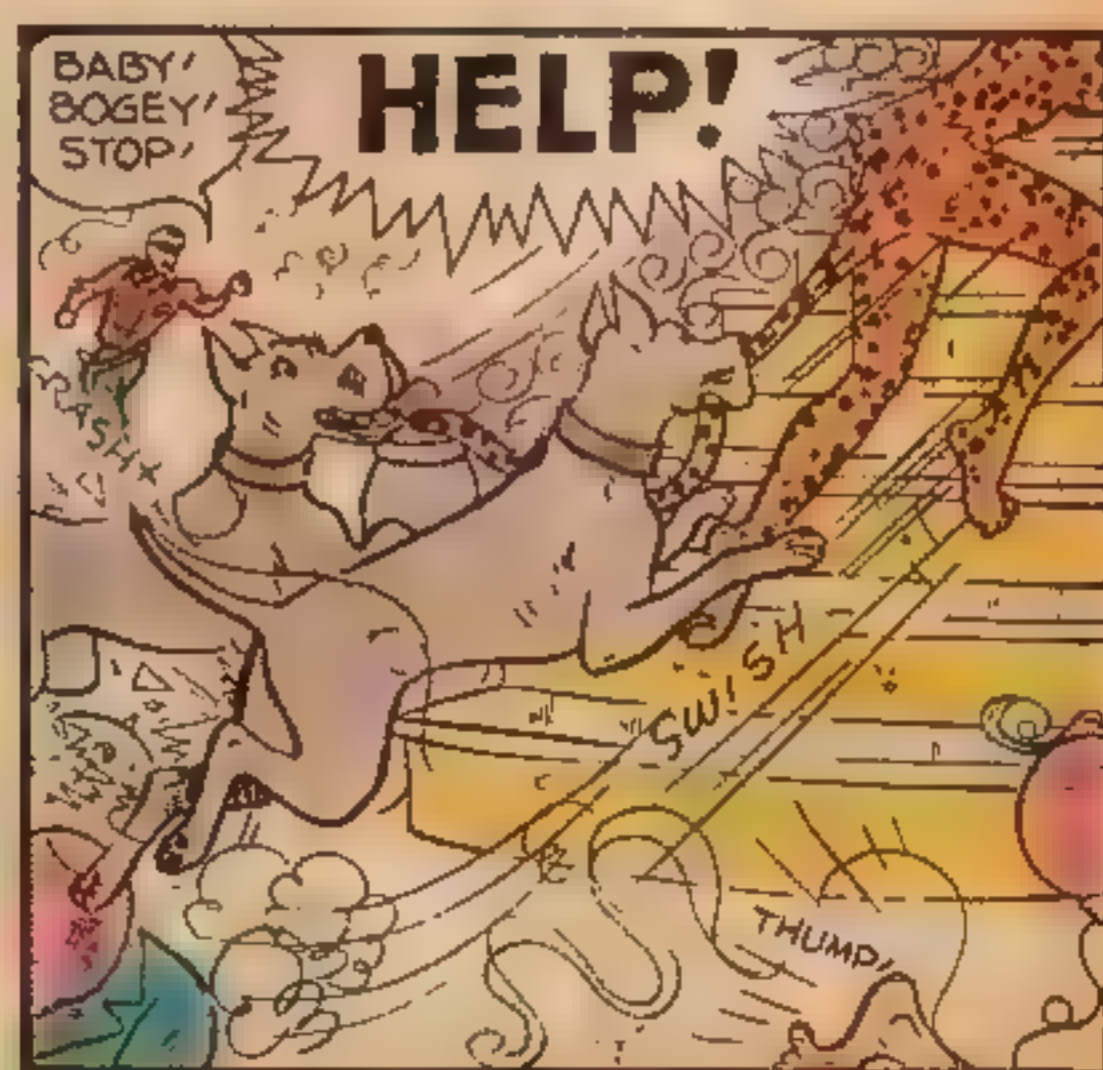
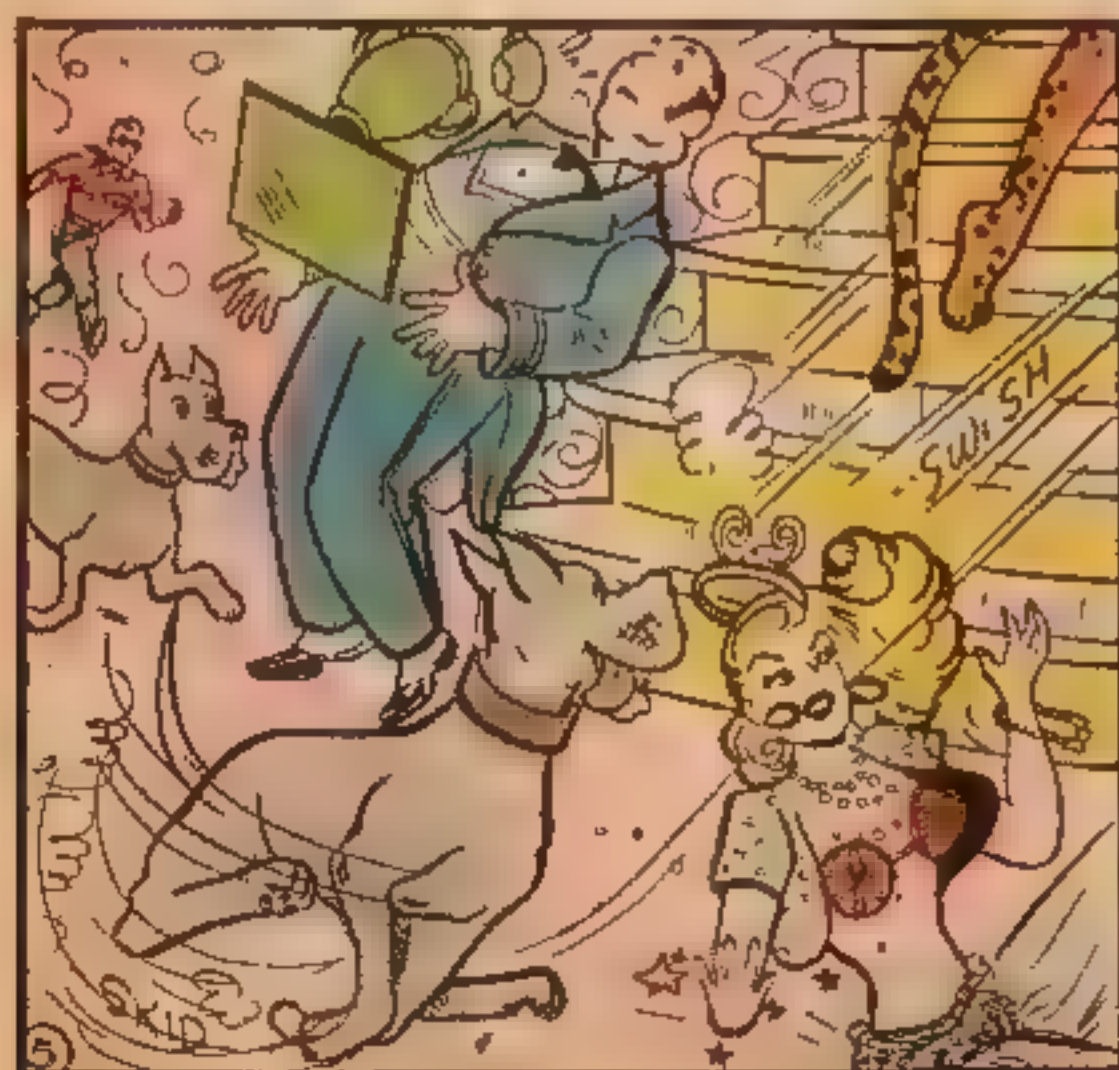
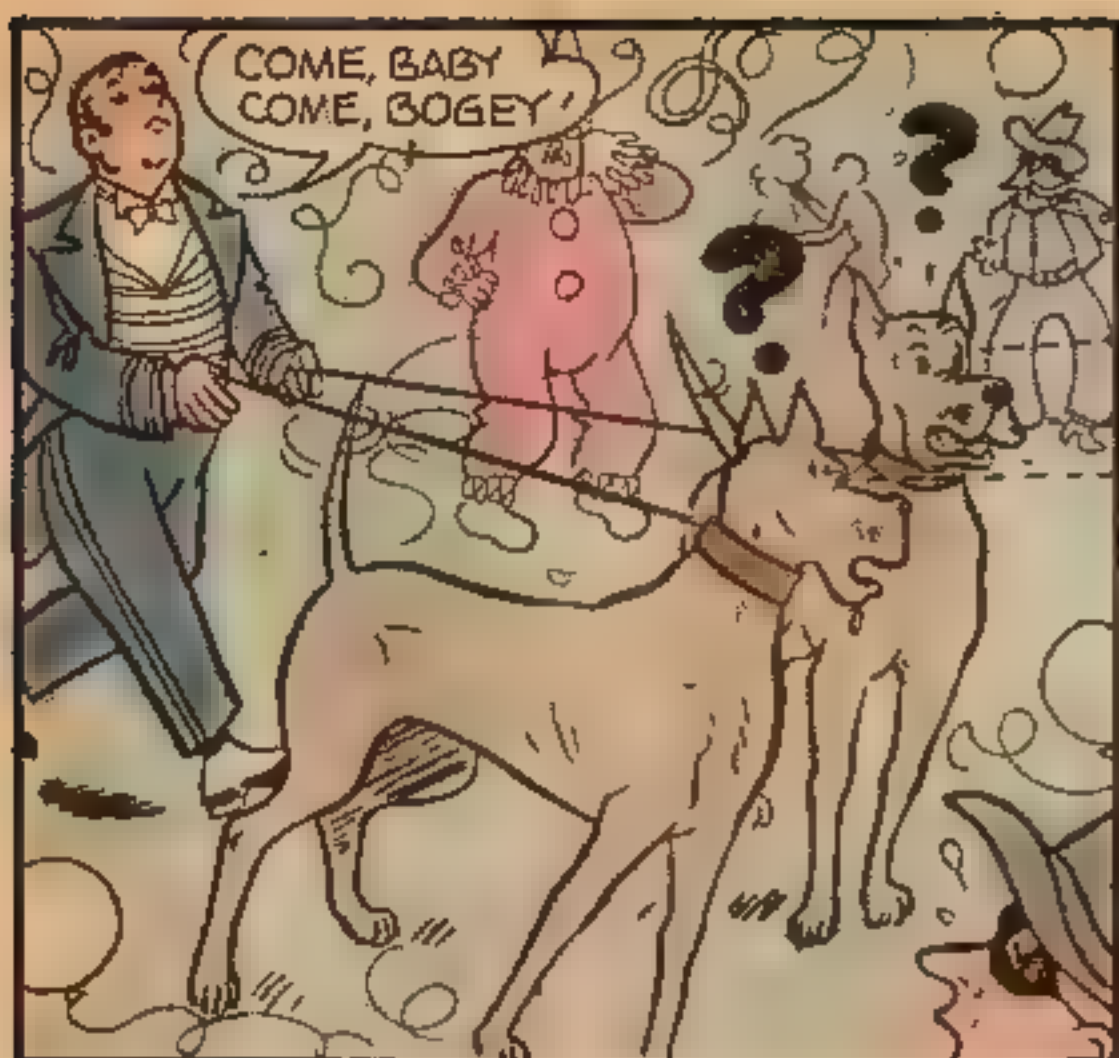
ALL'S ON 315 by SUSAN TROTT, 382 COMMONWEALTH AVE., BOSTON, MASS. 1



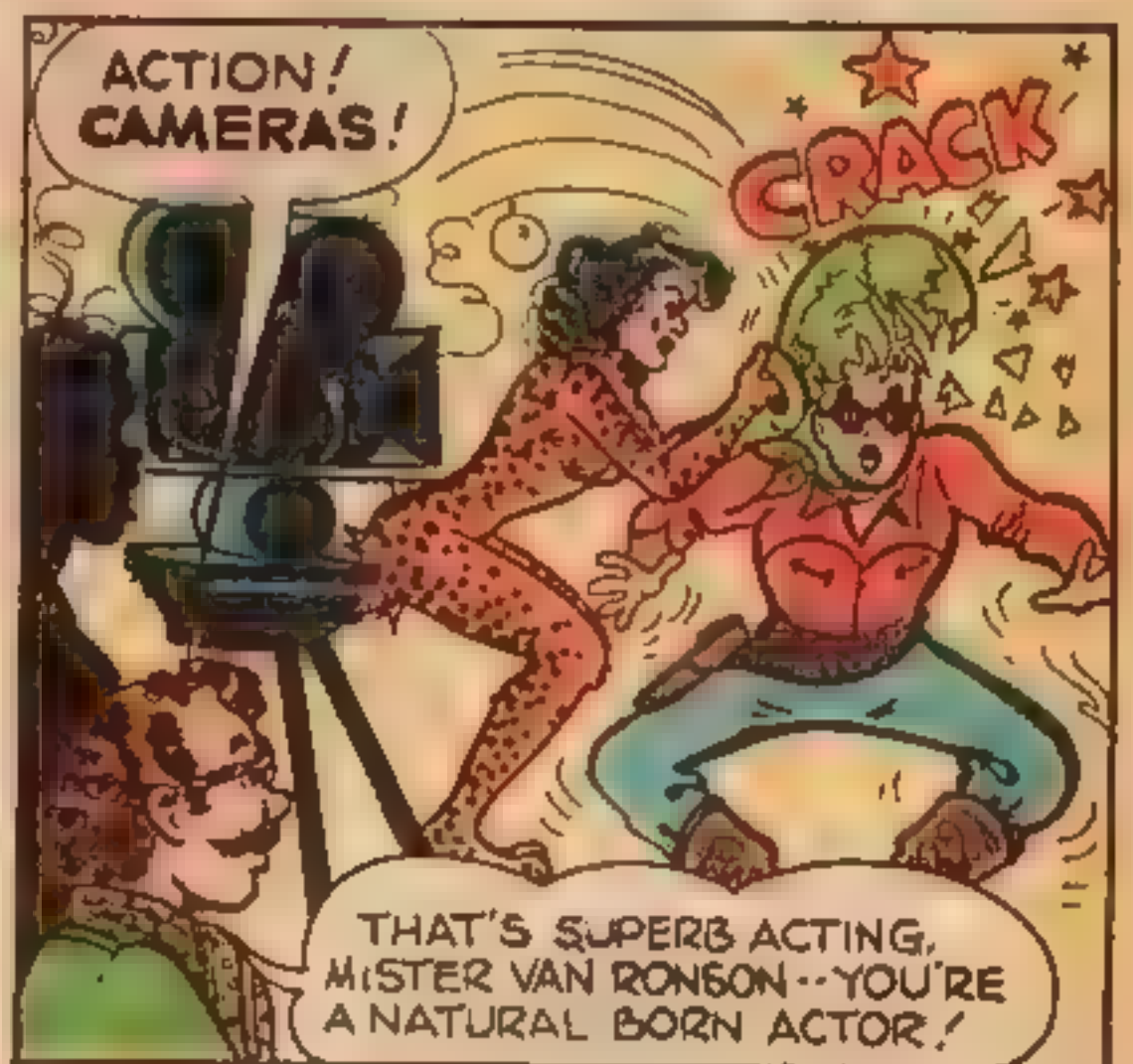
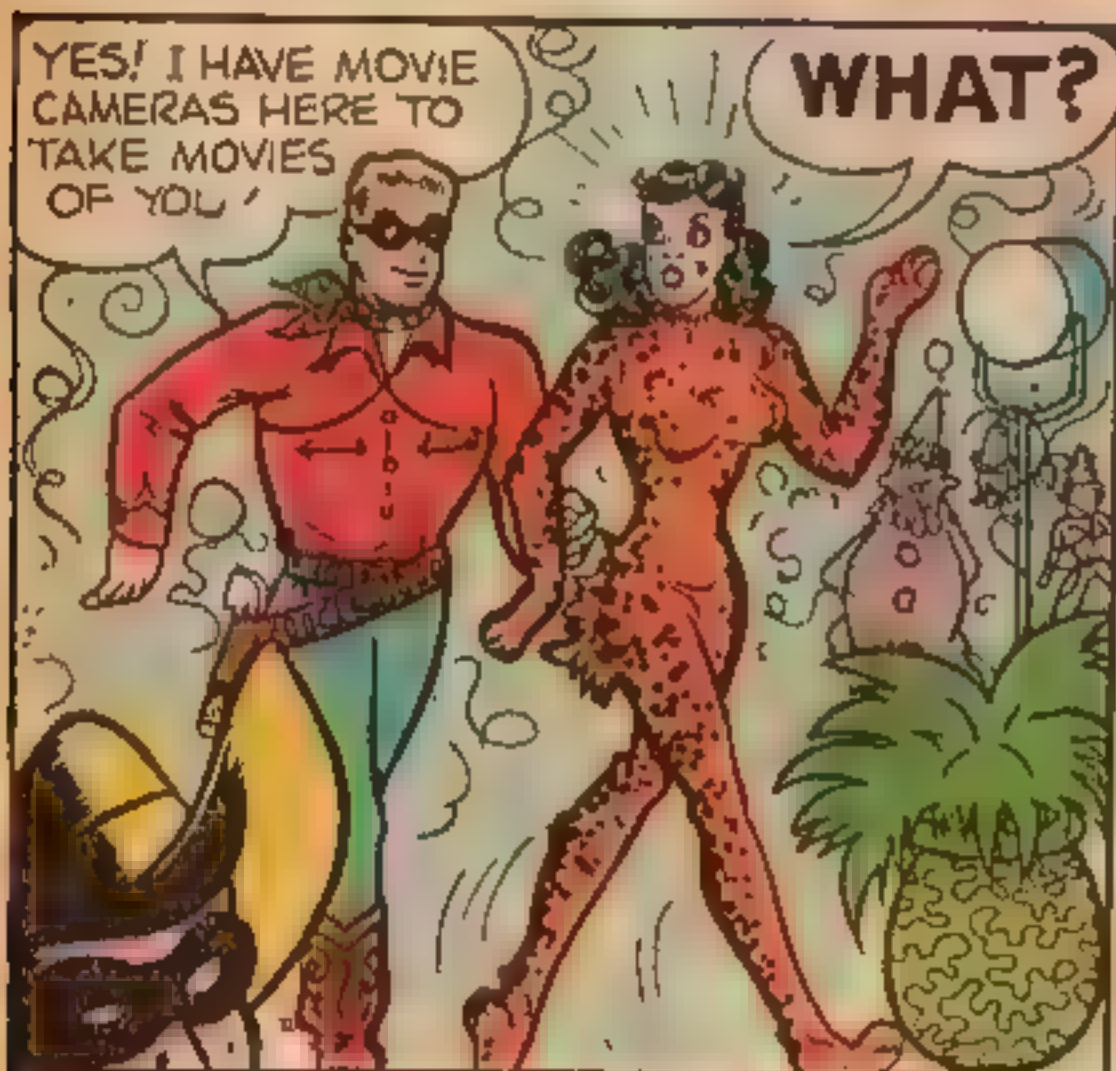
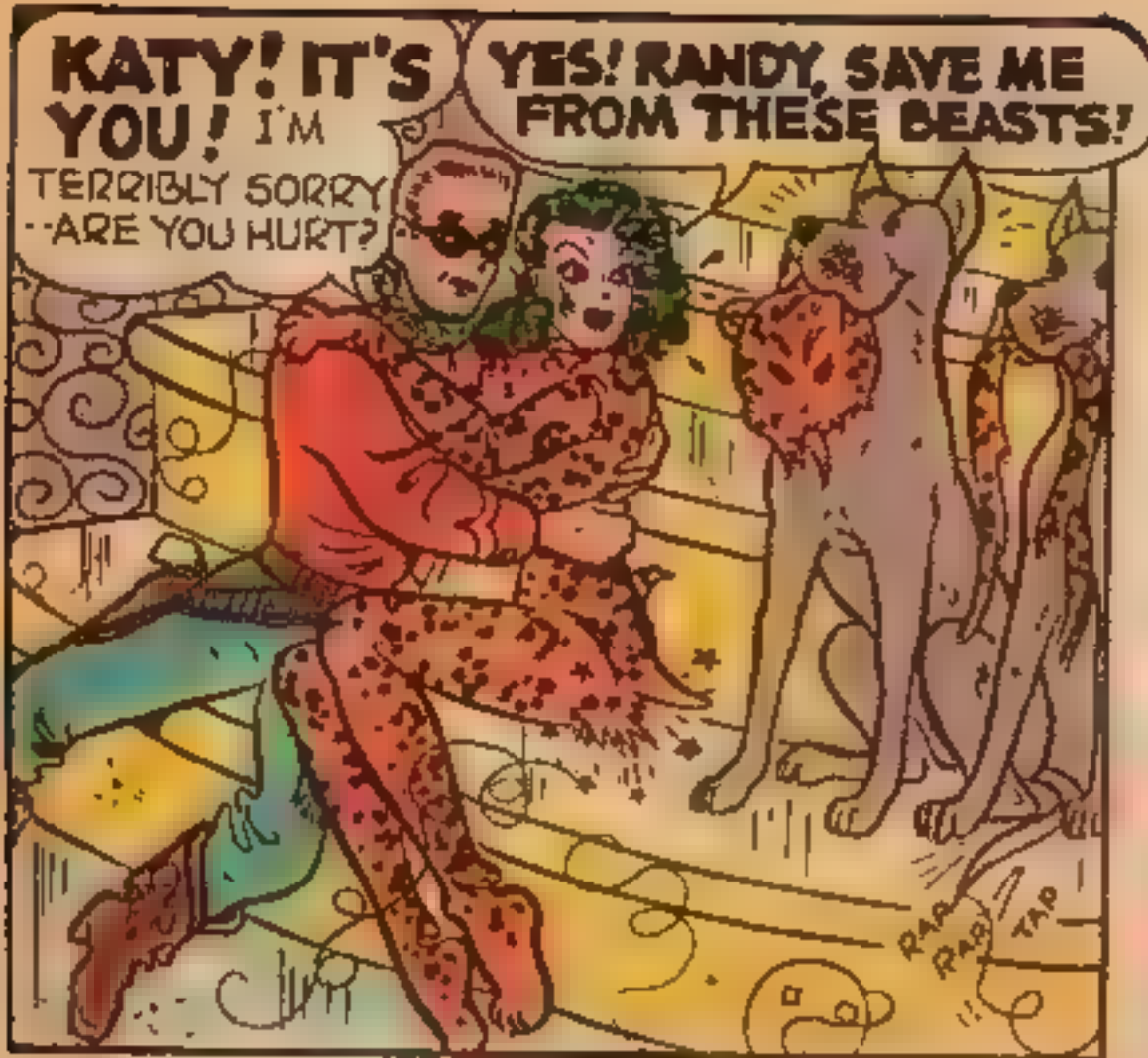
KATY'S LEOPARD SUIT  
MARY SUE LONG  
1738 HINSDALE RD.  
TOLEDO 14, OHIO













FOR RANDY'S MASQUERADE BALL!

DESIGNED BY  
MAUREEN VIGDER,  
133 WEST DARTMOUTH RD.,  
KANSAS CITY, MO.  
AGE 11

DAPHNE BARBER,  
46055 W. 41 AVE.,  
VANCOUVER, B.C.

By JEAN  
WULLENWEBER,  
71 KENVUE AVE.,  
KENMORE 17, N.Y.

SHOES by  
RICHARD  
HOLTZ,  
TOLEDO,  
OHIO -

DESIGNED by  
MARJORIE GJERTSON  
WORTHINGTON,  
MINNESOTA



# KATY KEENE



POSE AND OUTFIT BY  
ROSANA S  
3103 E. 9th ST.  
JOPLIN, MO.

① GAVE THIS PIN-UP OF KATY FOR YOUR COLLECTION! DON'T FORGET! KATY APPEARS IN  
PEP, WILBUR, LAUGH AND SUZIE COMIC BOOKS! ALL ARCHIE COMIC PUBLICATIONS!!

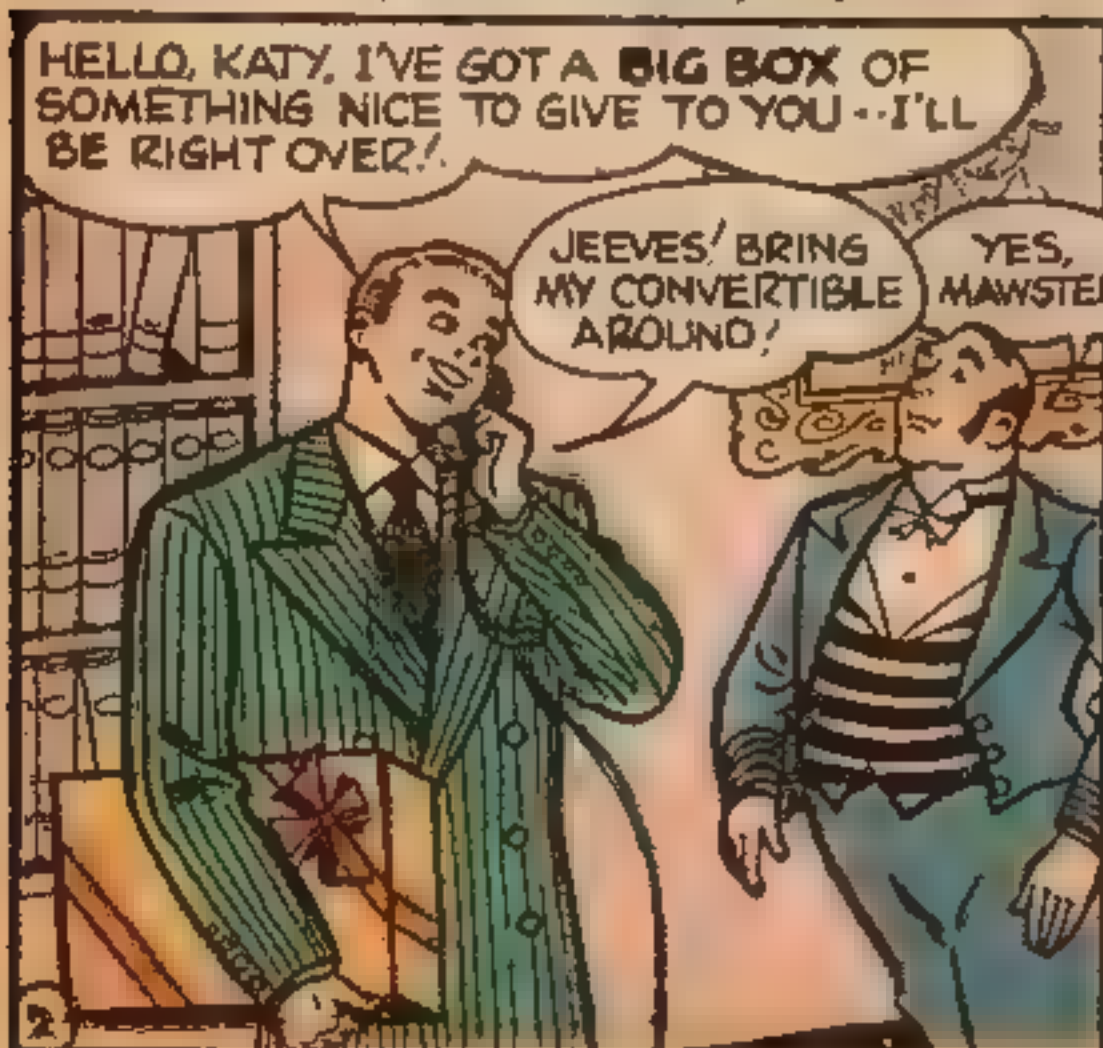
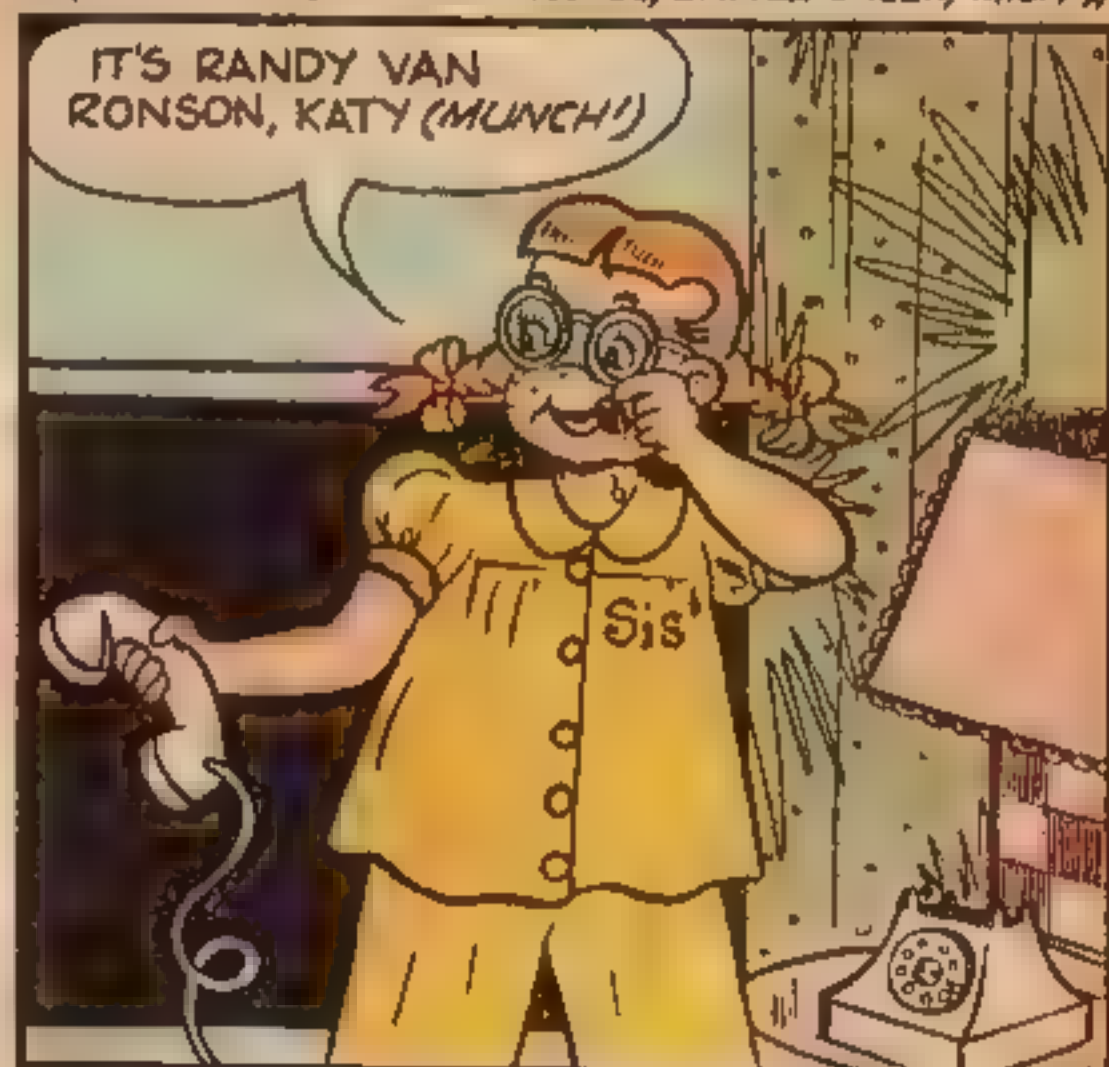




RANDY'S SUIT by TWILLA LERCH, 608 NORTH PEARL ST, HAVANA, ILLINOIS



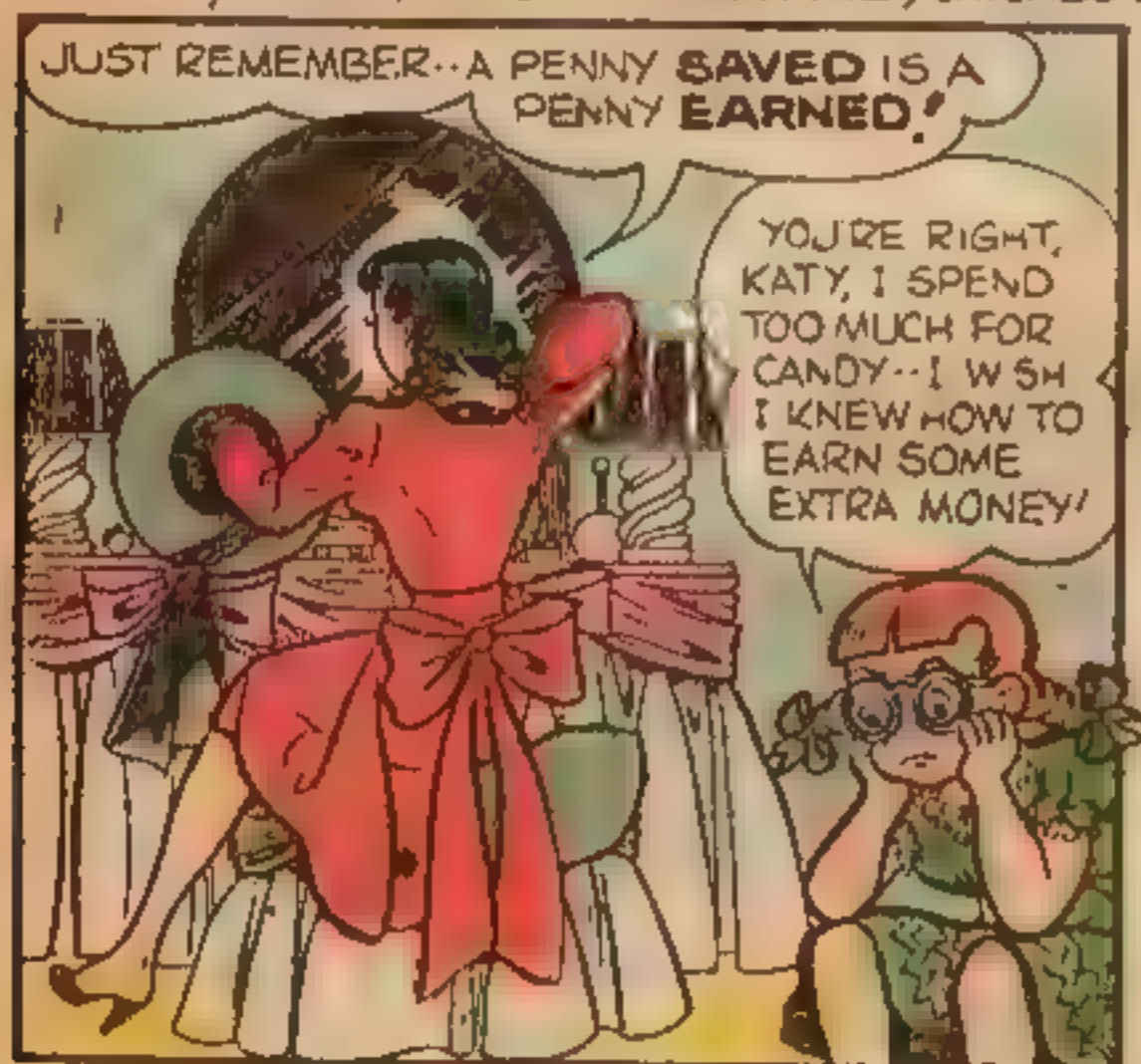
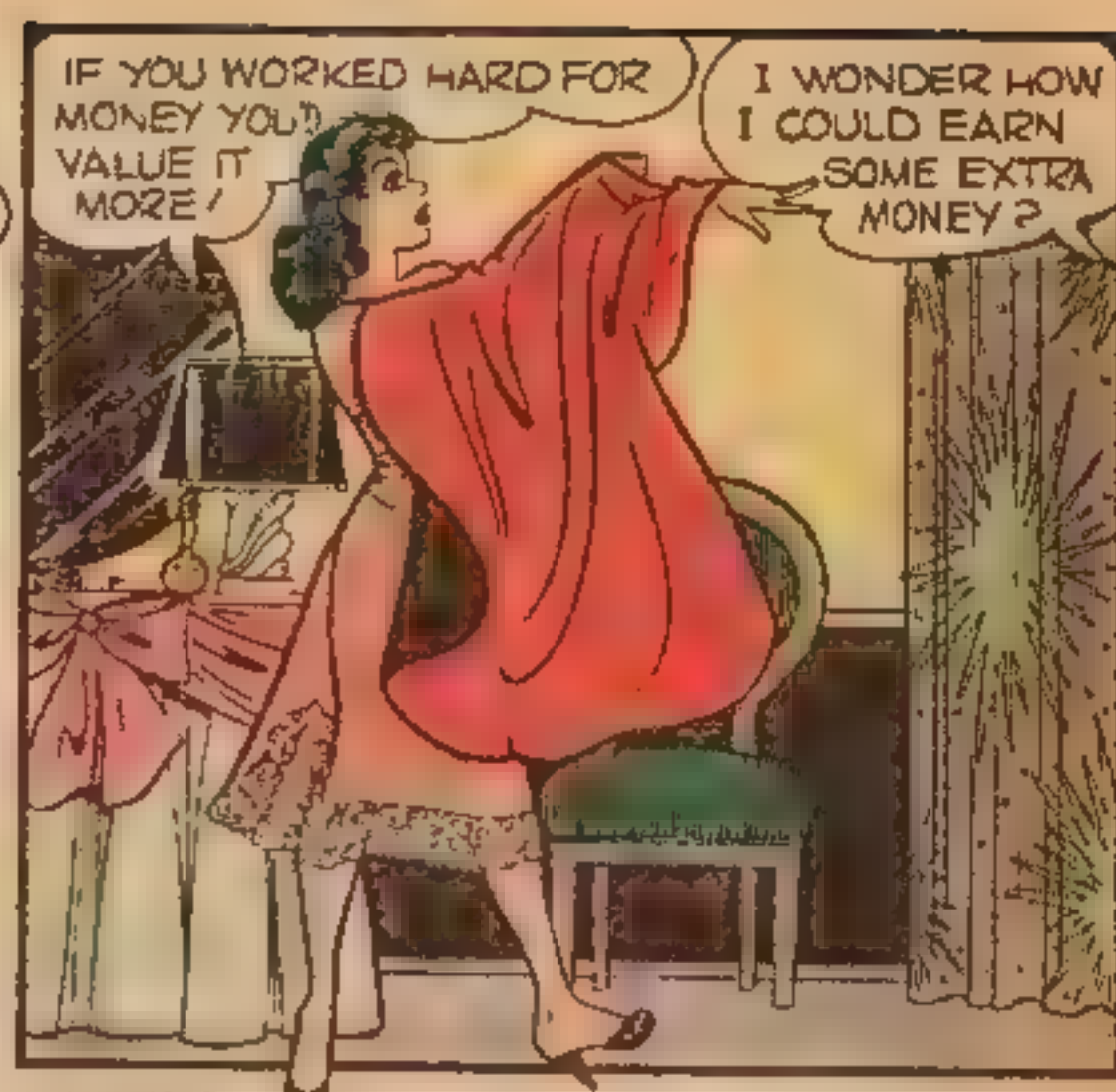
R.J.S. by JUDY HUNT, 117 CHESTNUT ST, BATTLE CREEK, MICH



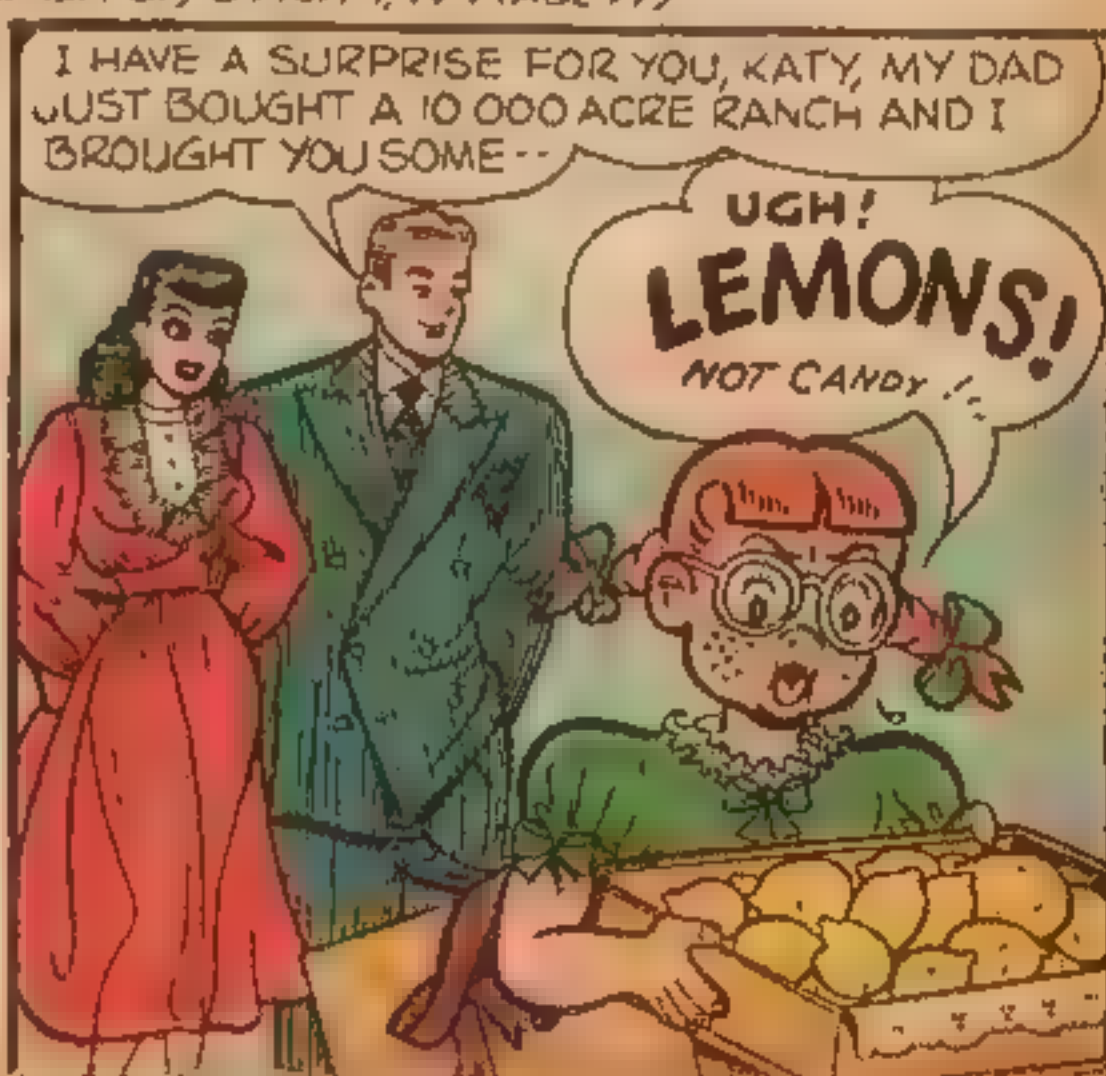
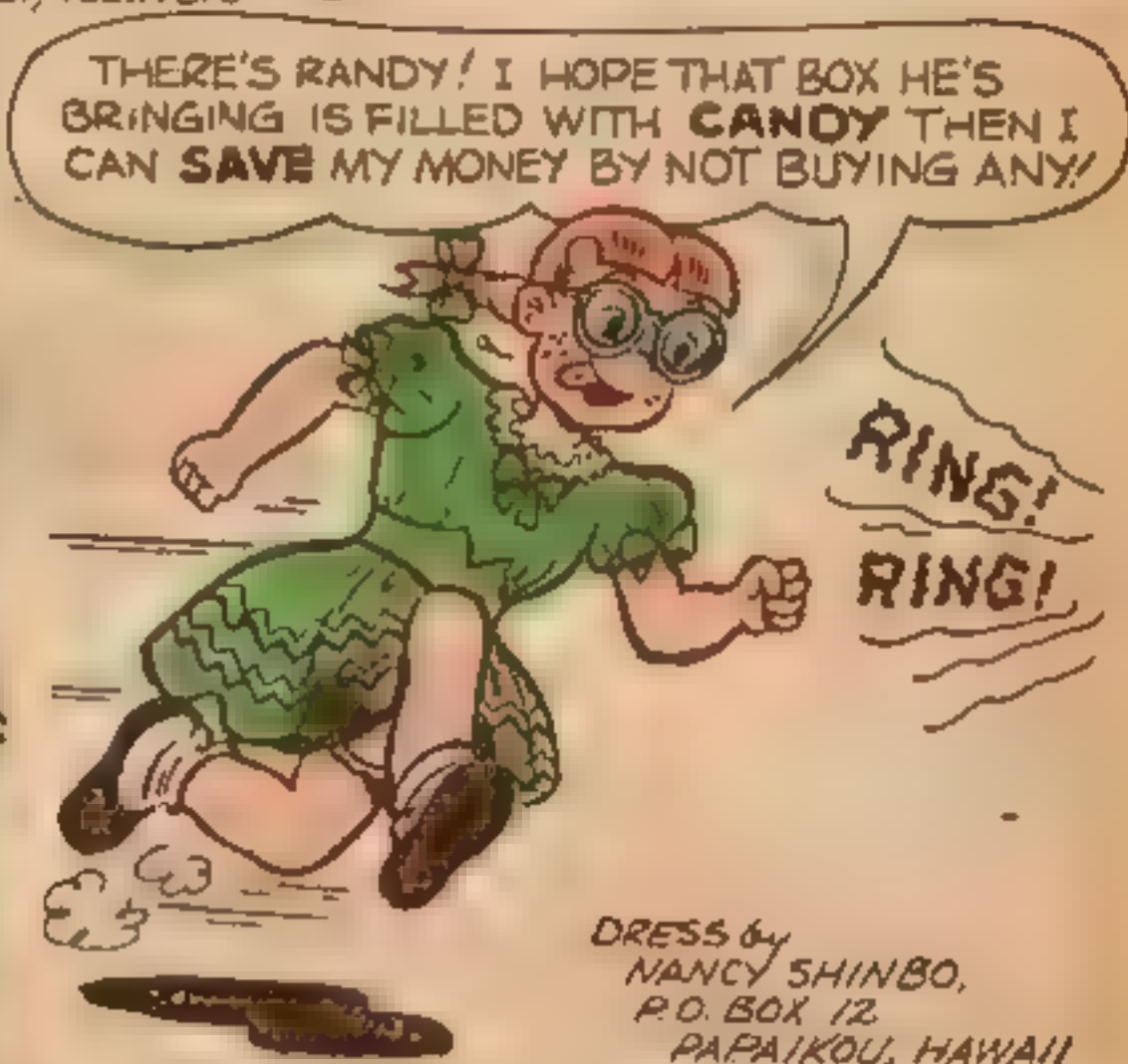




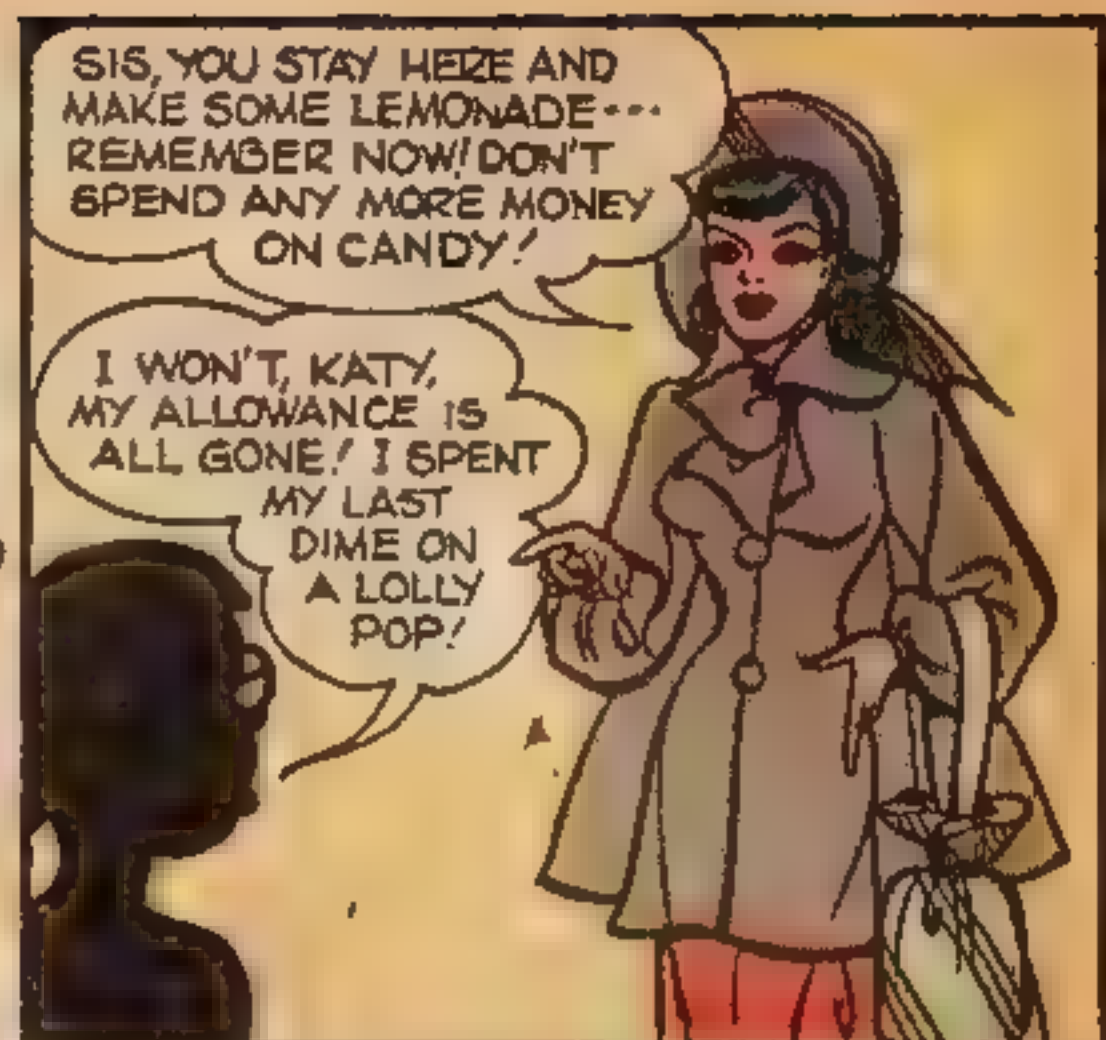
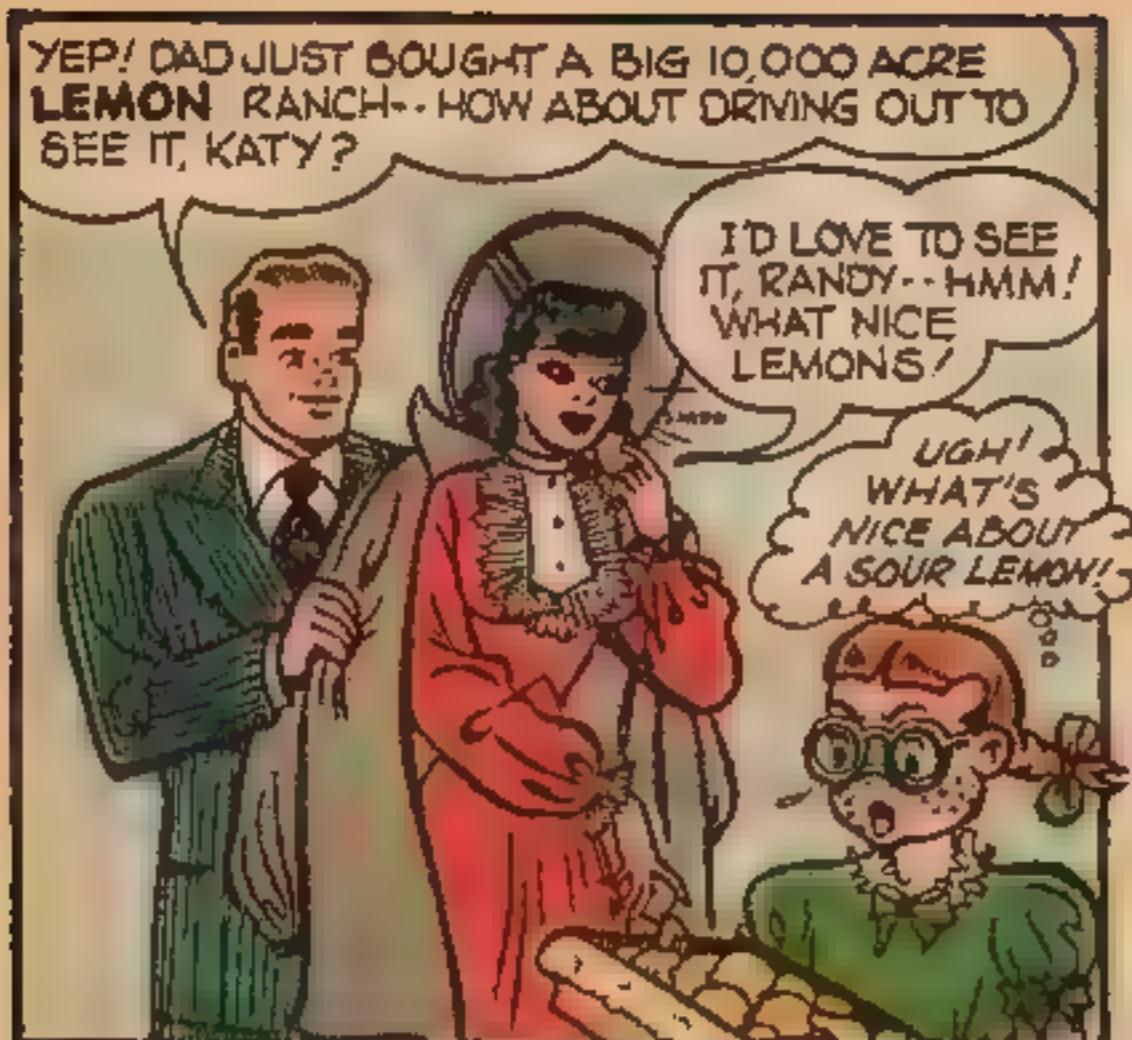
SLIP by MARIE ??? 5627 PERRY AVE, CHICAGO 21, ILLINOIS



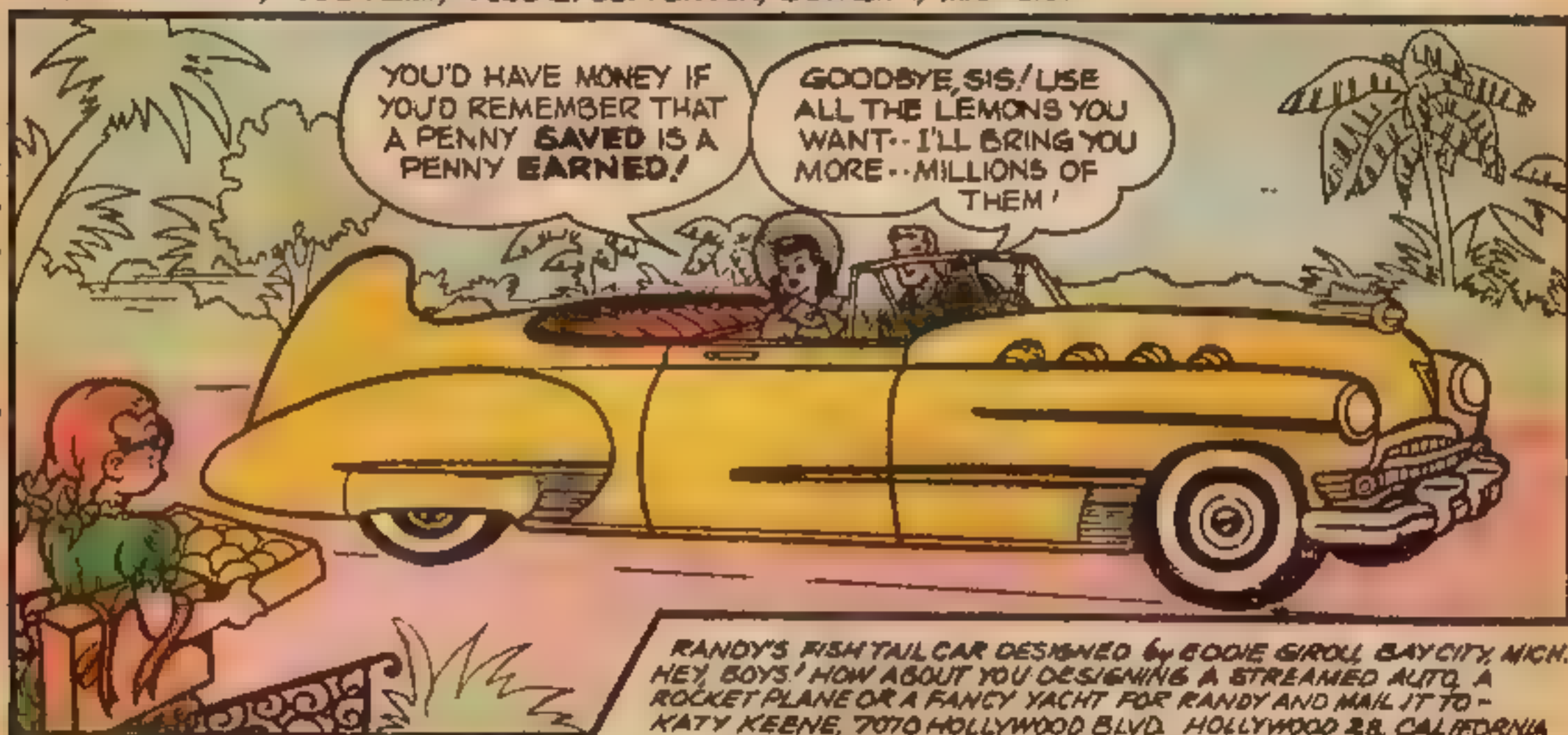
KATY'S BLDUSE by GERALDINE MOULIHAN, 1013 COLUMBIA ST, UTICA 4, N Y (AGE 14)







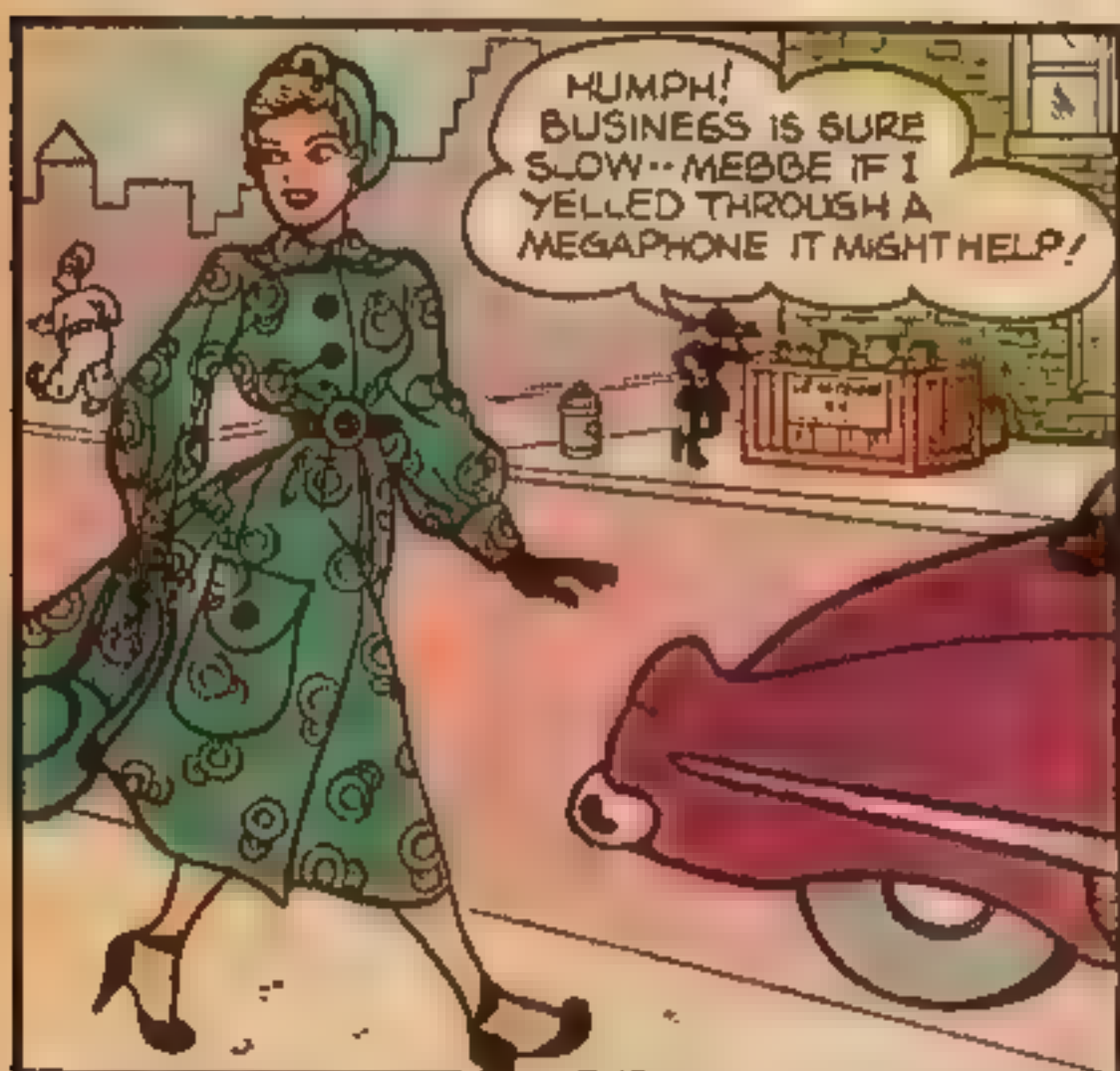
KATY'S COAT by SUE KEMP, 1826 E. JEFFERSON, DETROIT 7, MICHIGAN



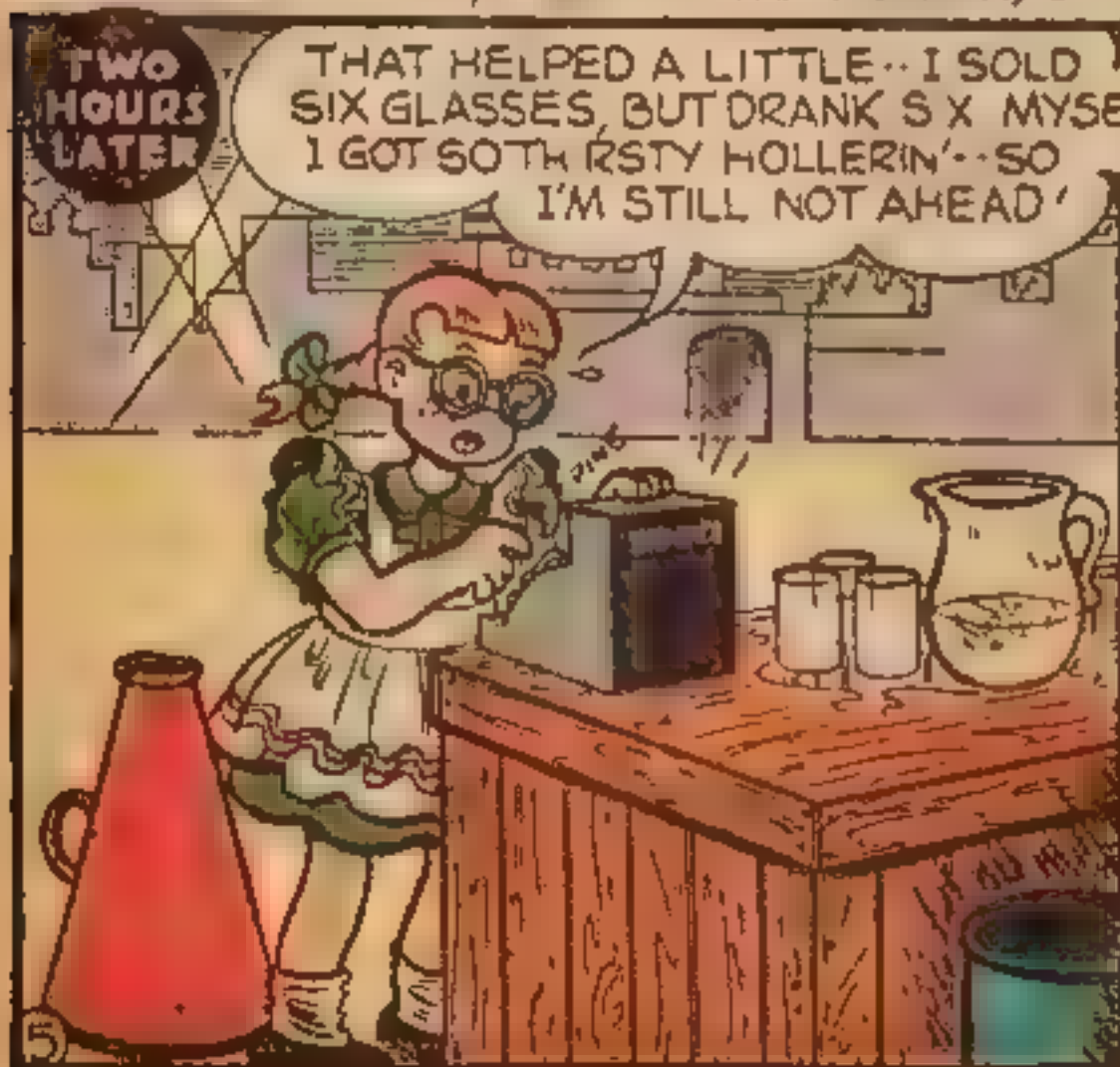
RANDY'S FISH TAIL CAR DESIGNED by BOBBIE GIROLL, BAY CITY, MICH. HEY, BOYS! HOW ABOUT YOU DESIGNING A STREAMED AUTO, A ROCKET PLANE OR A FANCY YACHT FOR RANDY AND MAIL IT TO - KATY KEENE, 7070 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIFORNIA KATY WILL SEE THAT RANDY GETS IT! C'MON, BOYS, GET BUSY!



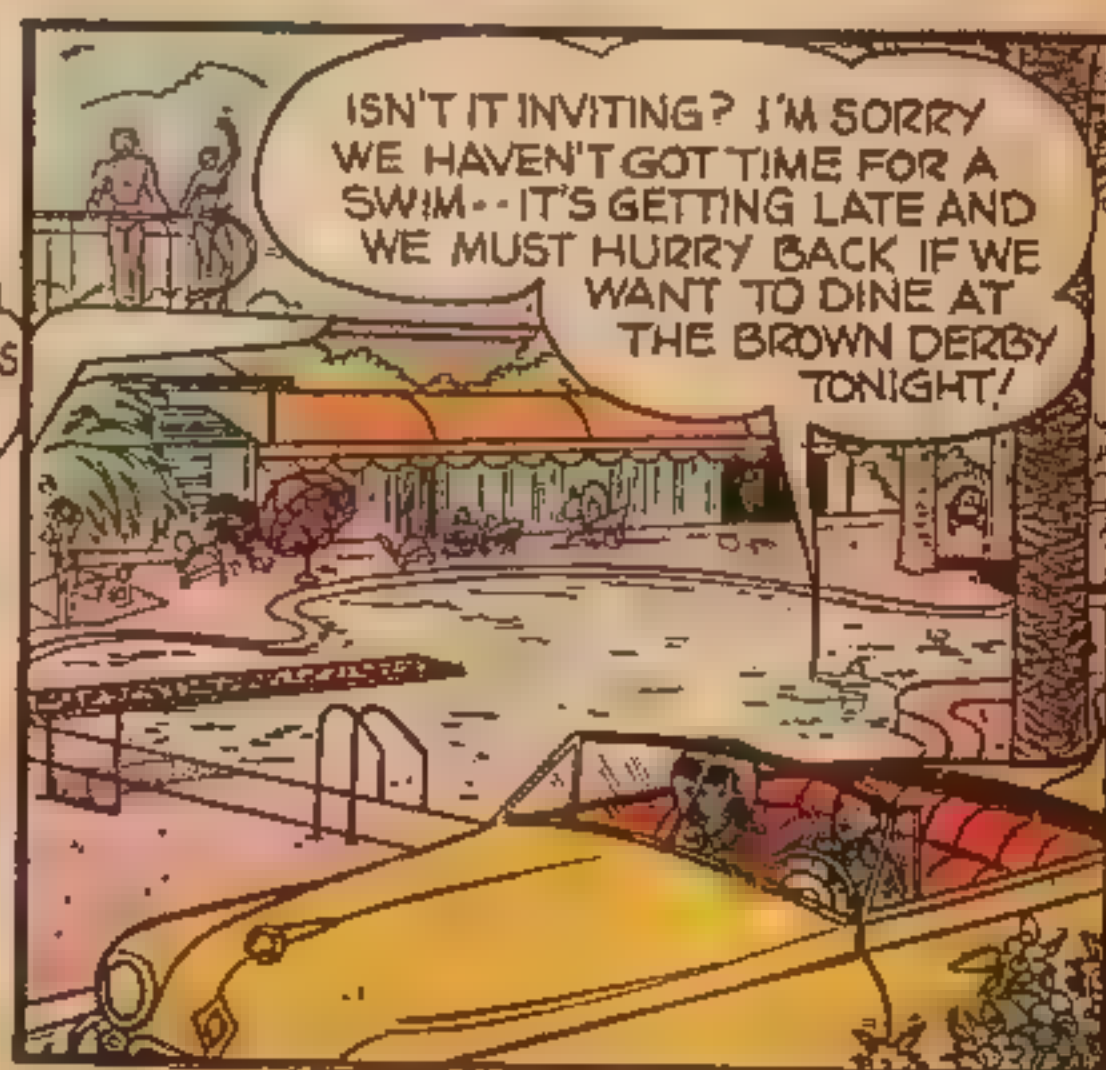
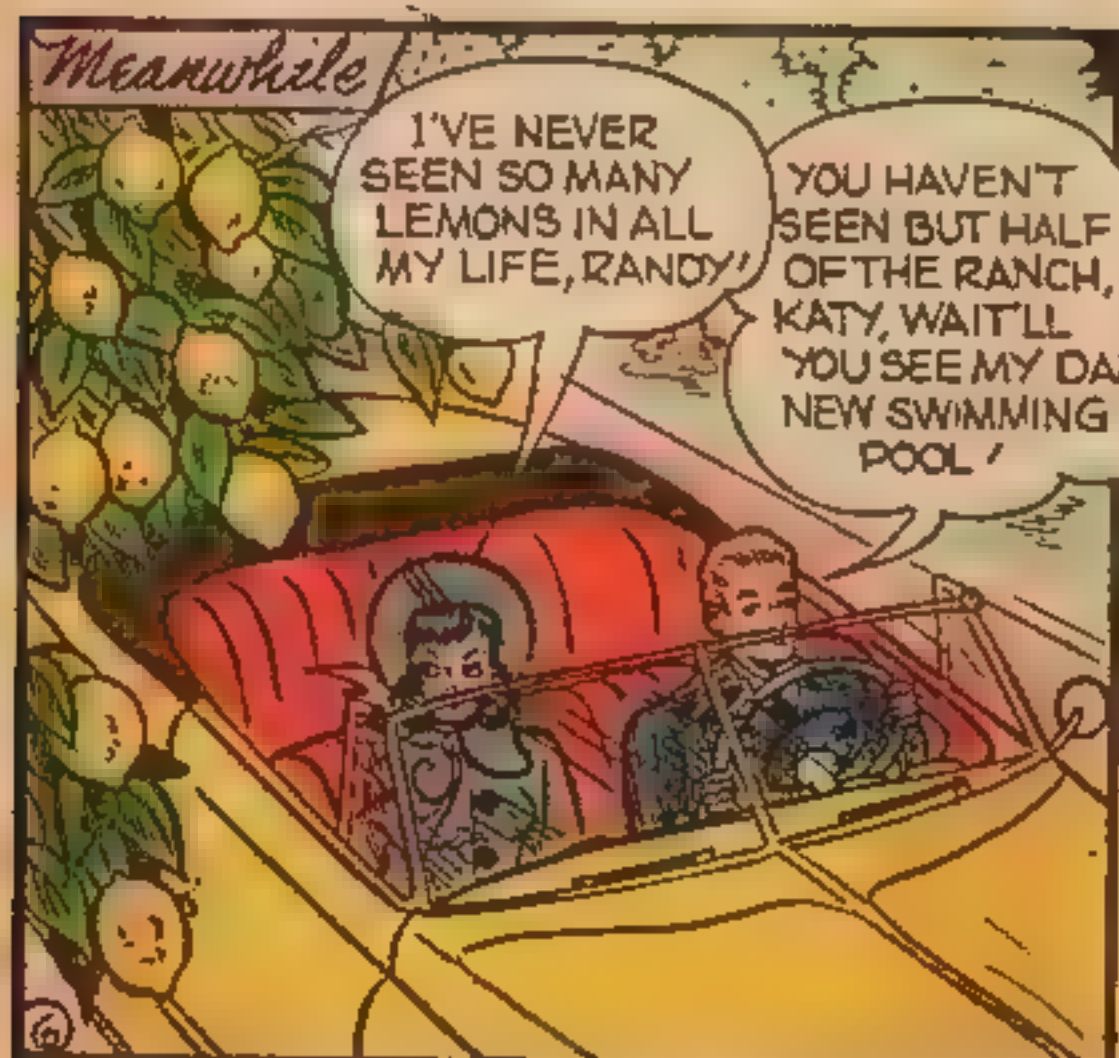
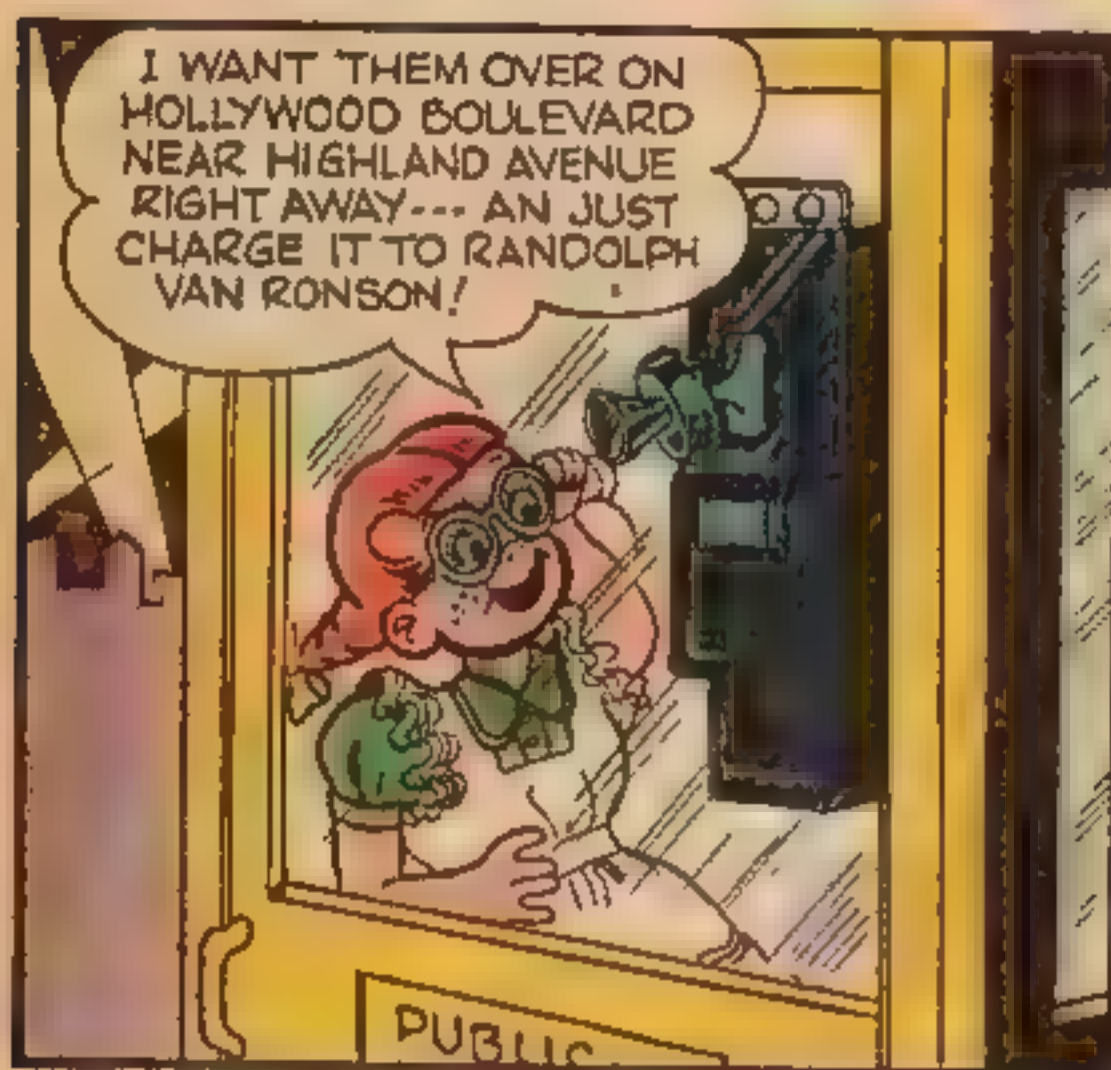
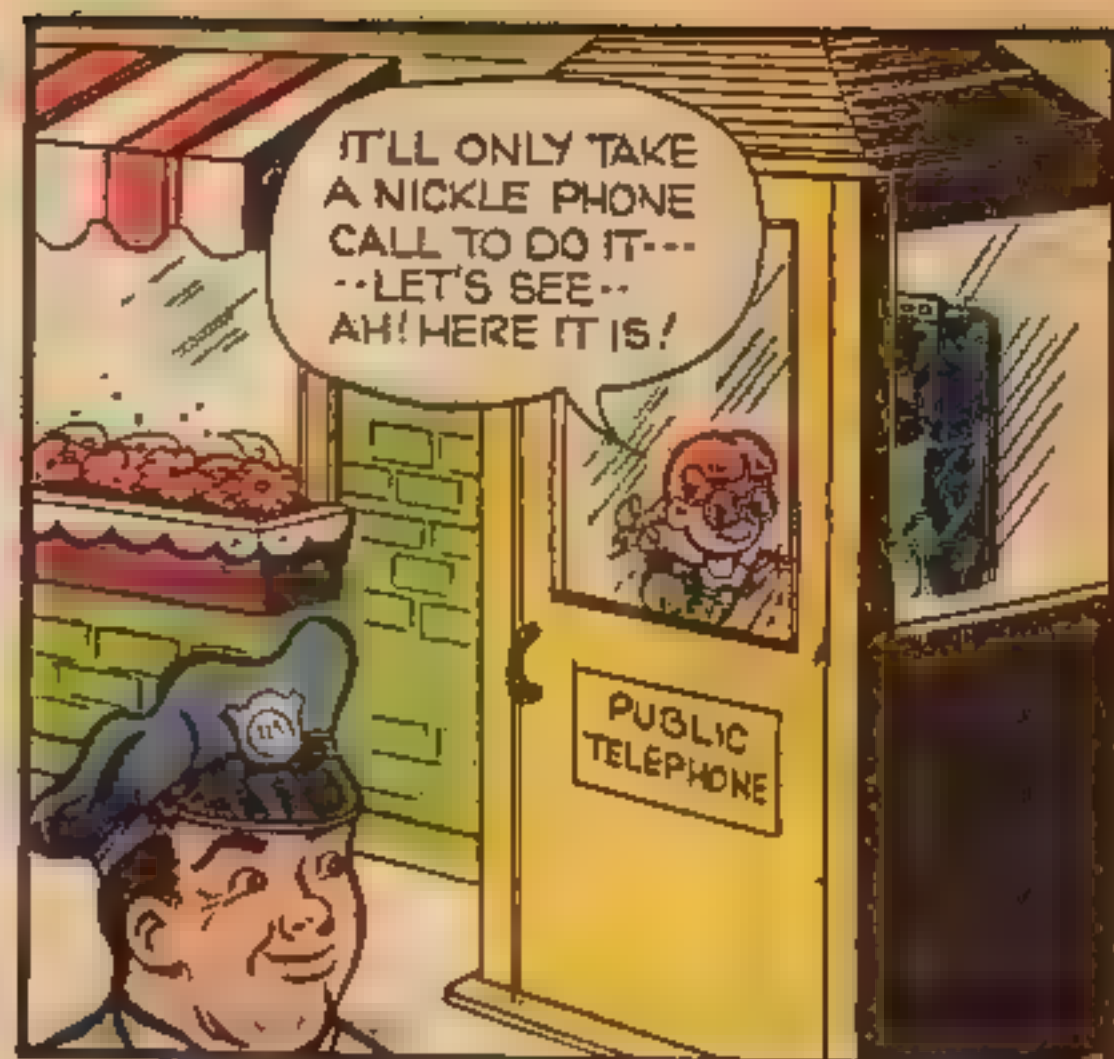
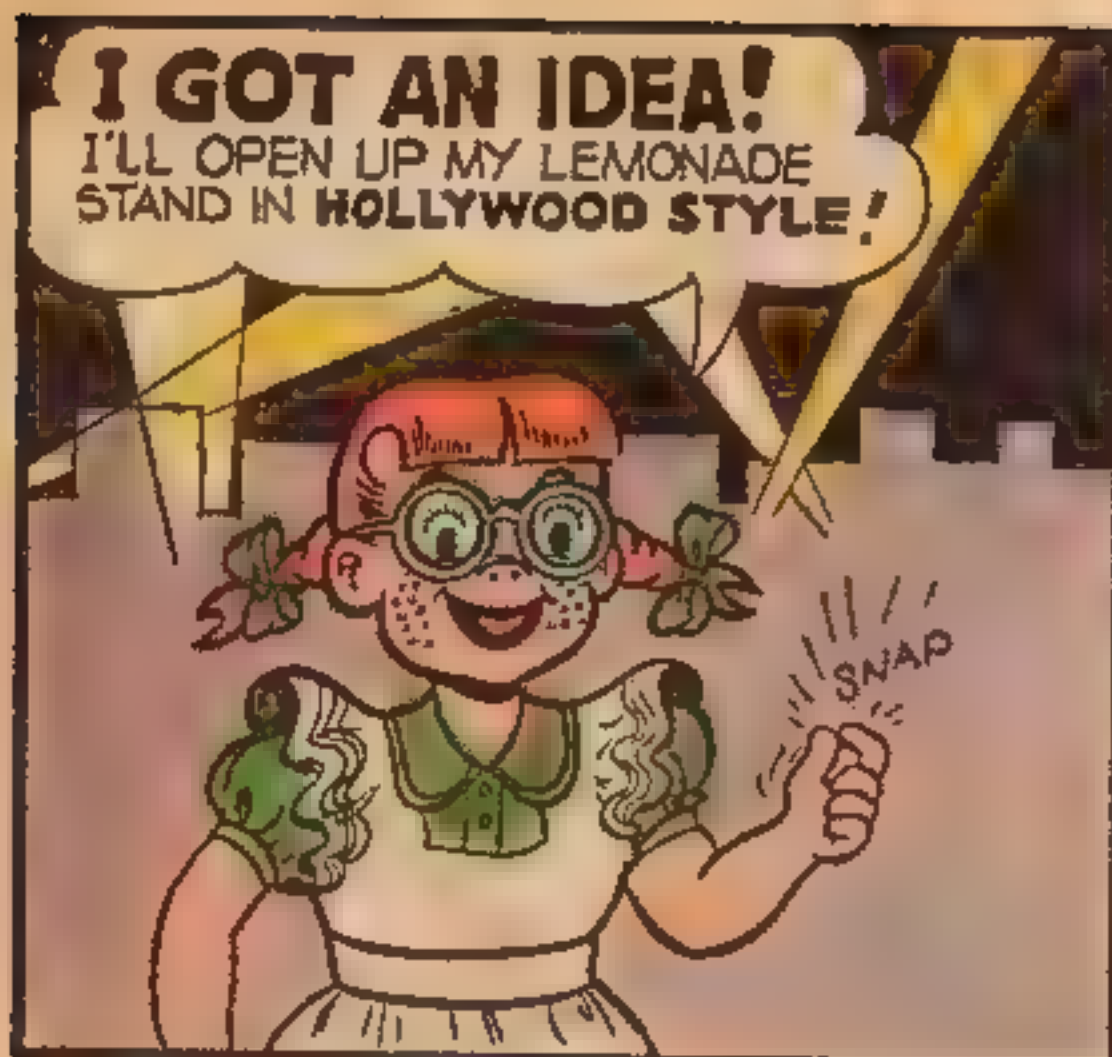




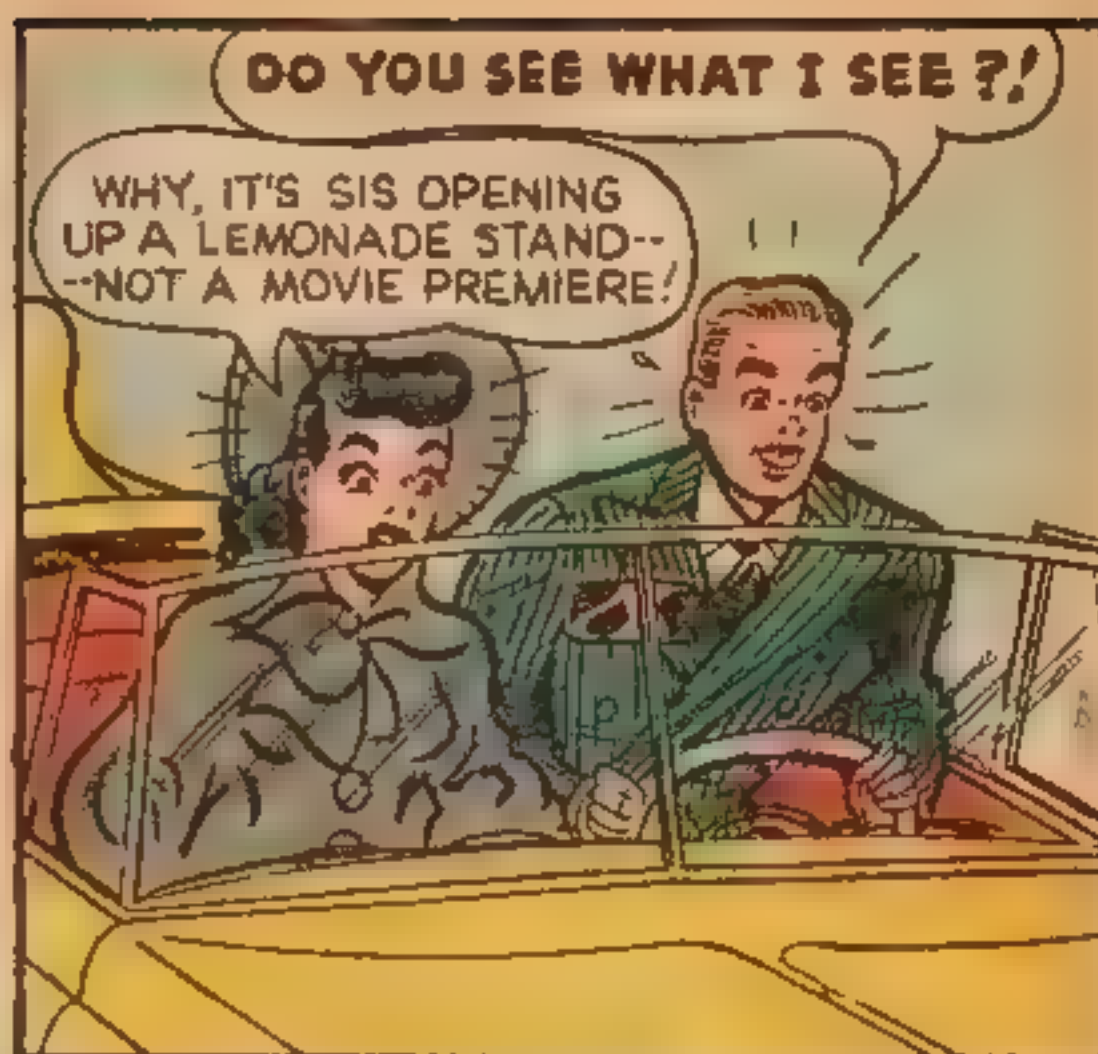
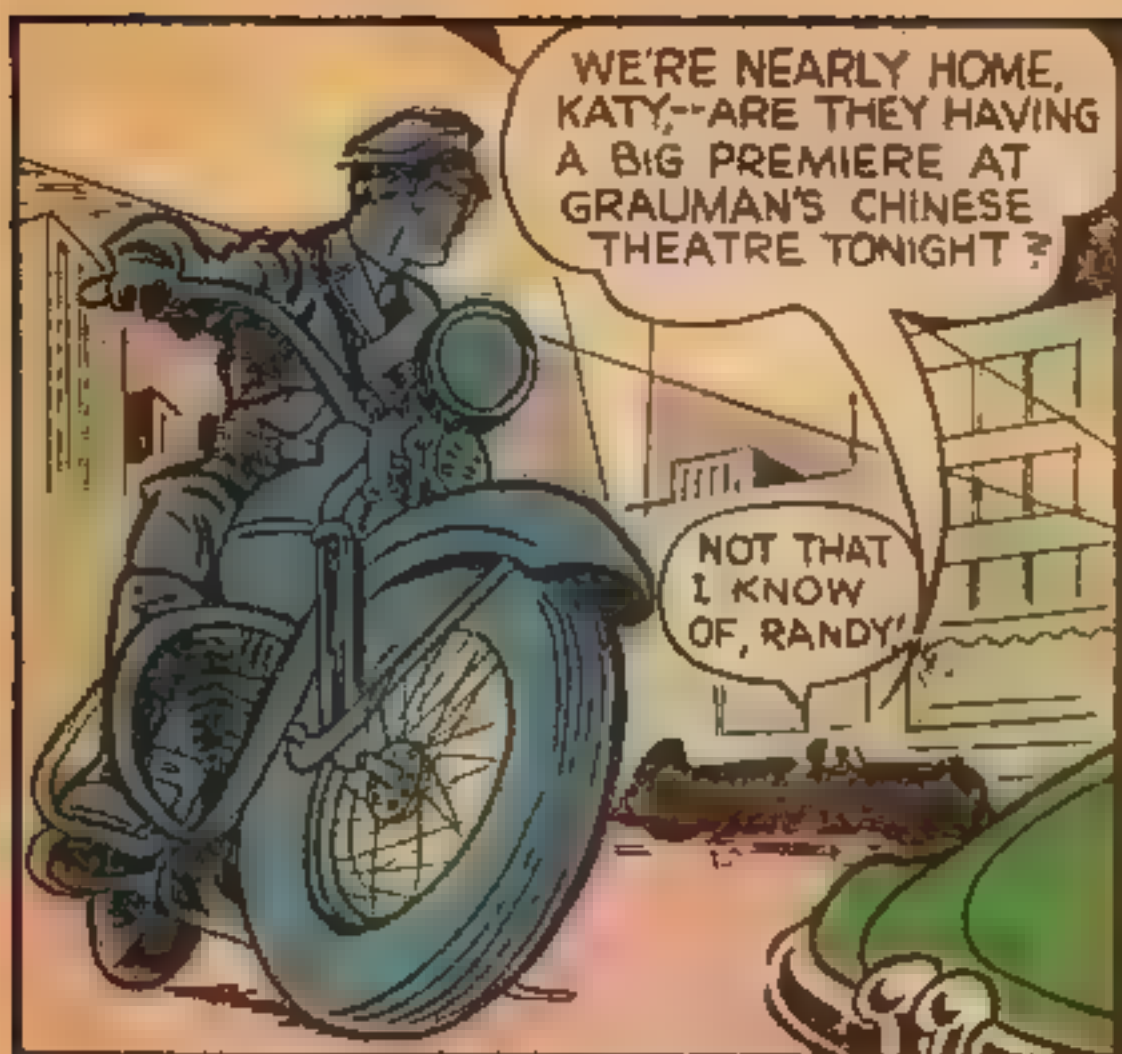
PINAFORE ON SIS 64 MARY LOU VAN HORMAN, 57 SPRUCE ST, SAULTE ST MARIE, ONTARIO, CANADA



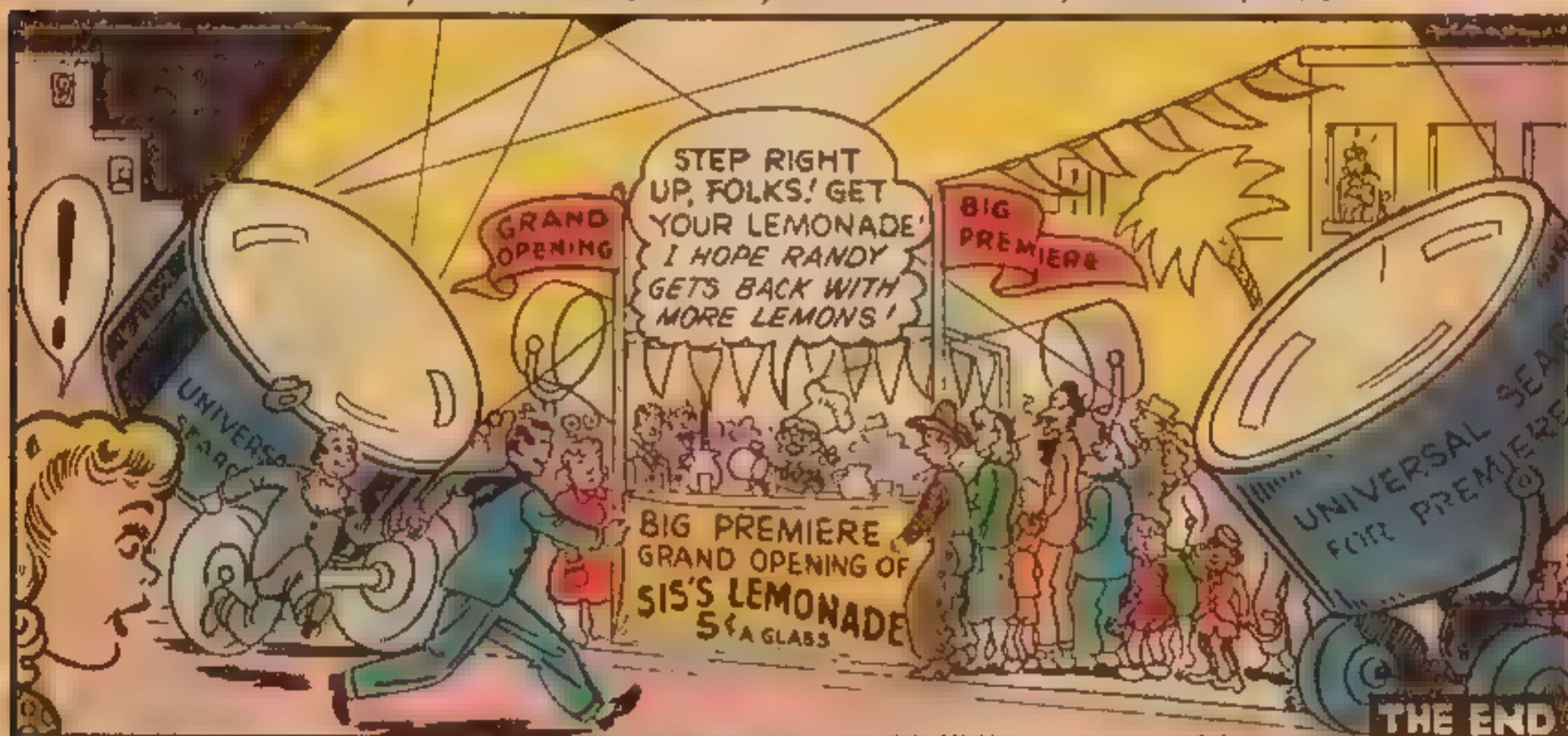








KATY'S HAT and BAG by JANIS DZIAK (AGE 10), ERIE BEACH ROAD, LAKESIDE, OHIO



**Look!** NOW YOU CAN SEND FOR THIS **NEW KATY KEENE PIN-UP** plus **OVER 30 NEW CUT-OUTS** ALL FOR **10¢**

YEP! YOU CAN HAVE THIS NEW 6X9 INCH PIN-UP, IN COLORS SUITABLE TO FRAME PLUS OVER 30 CUT-OUTS TO FIT THIS PIN-UP! ALL YOU HAVE TO DO IS MAIL THIS COUPON WITH TEN CENTS IN COIN TO KATY KEENE IN HOLLYWOOD!

*Sincerely Yours,  
Katy Keene  
and  
Gita Brown*

**2** TO KATY KEENE PIN-UP DEPT., 7070 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.

HERE IS MY TEN CENTS IN COIN PLEASE SEND ME THE NEW KATY PIN-UP AND CUT-OUTS!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

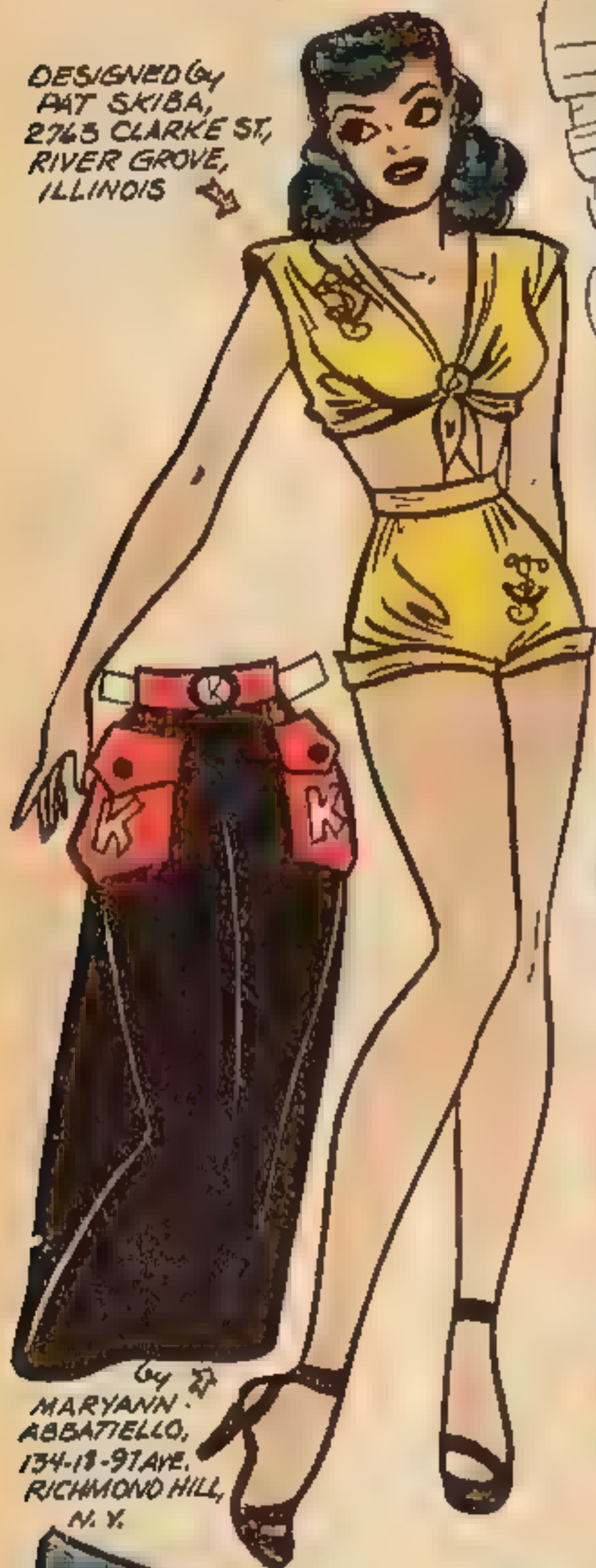
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

PLEASE PRINT NAME AND ADDRESS PLAINLY!

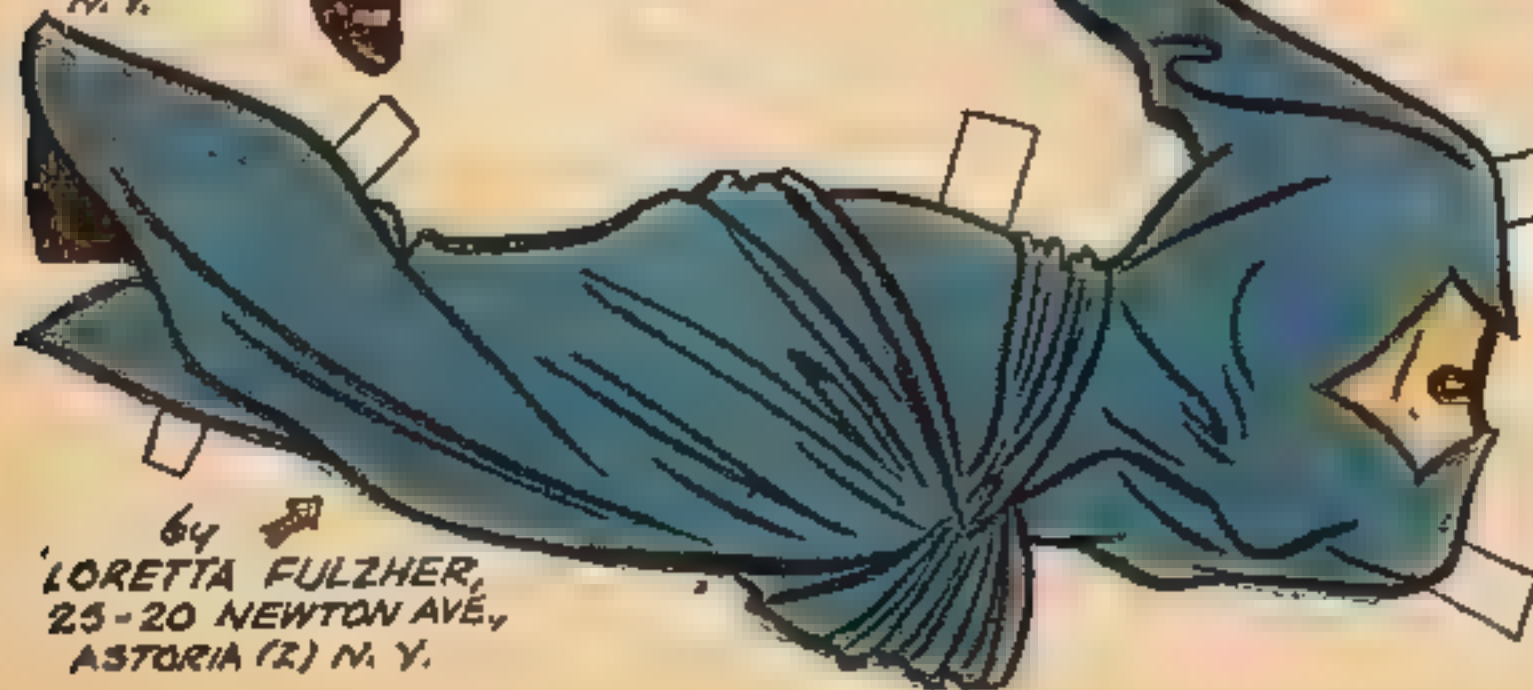


# Katy Fashions

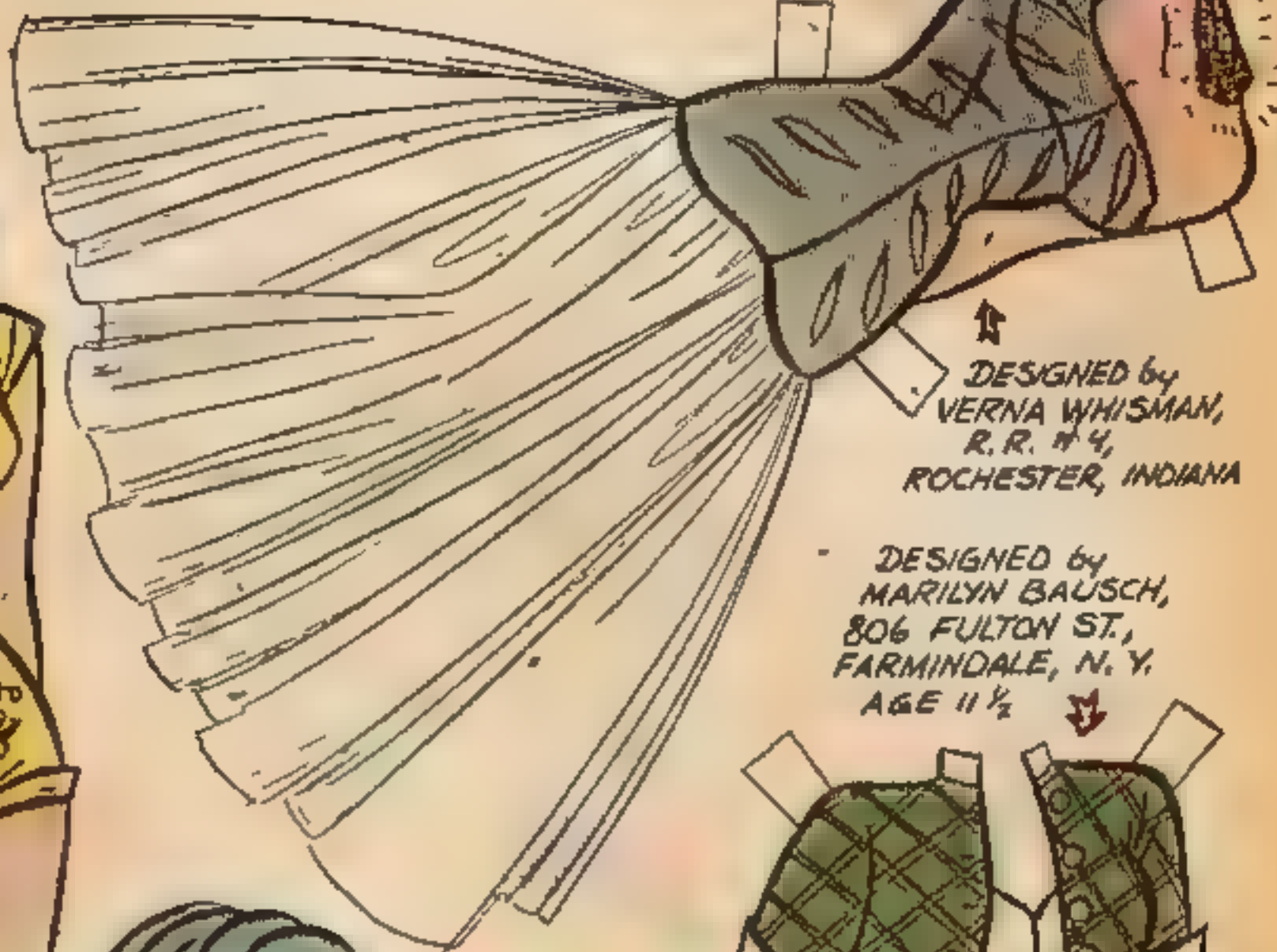
DESIGNED by  
PAT SKIBA,  
2763 CLARKE ST.,  
RIVER GROVE,  
ILLINOIS



by  
MARYANN  
ABBATELLO,  
134-13-91 AVE.,  
RICHMOND HILL,  
N. Y.

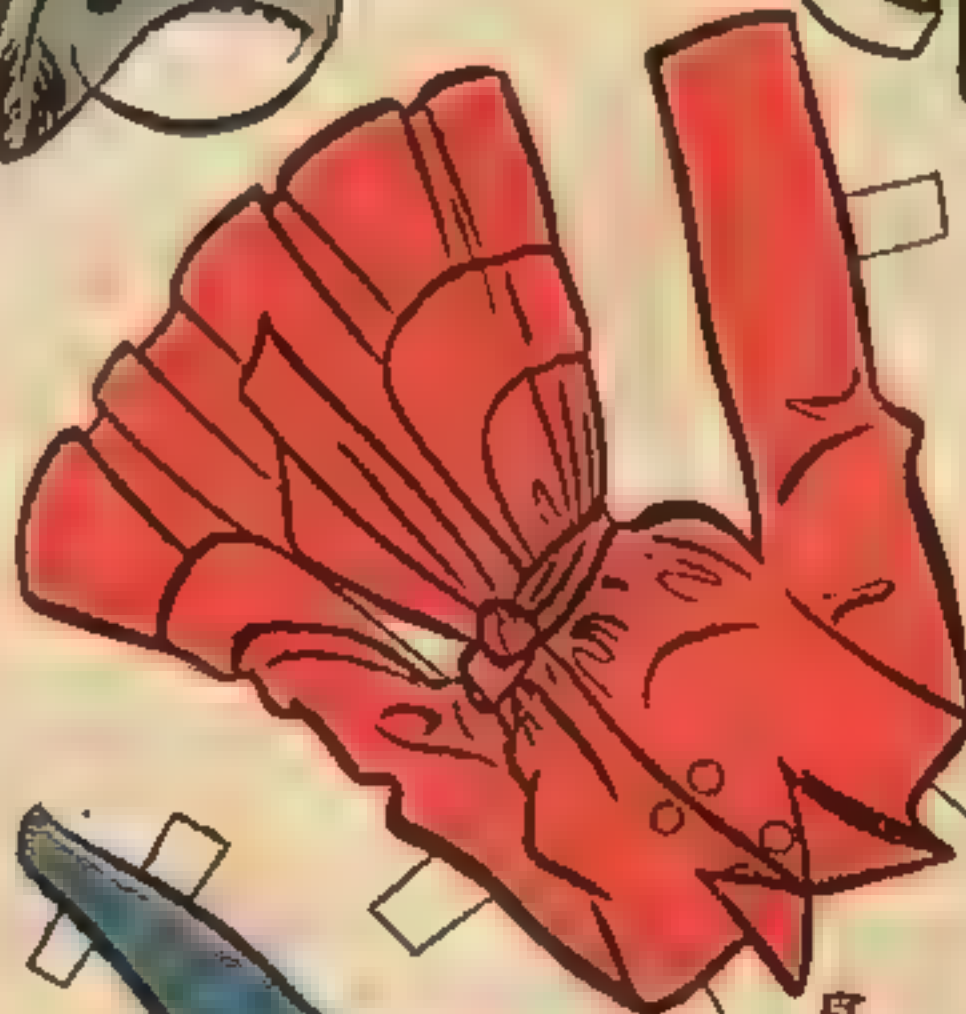


by  
LORETTA FULZHER,  
25-20 NEWTON AVE.,  
ASTORIA (2) N. Y.



DESIGNED by  
VERNA WHISMAN,  
R. R. #4,  
ROCHESTER, INDIANA

DESIGNED by  
MARILYN BAUSCH,  
806 FULTON ST.,  
FARMINGDALE, N. Y.,  
AGE 11 1/2



by  
KATHY  
MARTAKIS,  
4757 ADAMS  
STREET,  
GARY,  
INDIANA





# KATY KEEENE

THE PIN-UP QUEEN

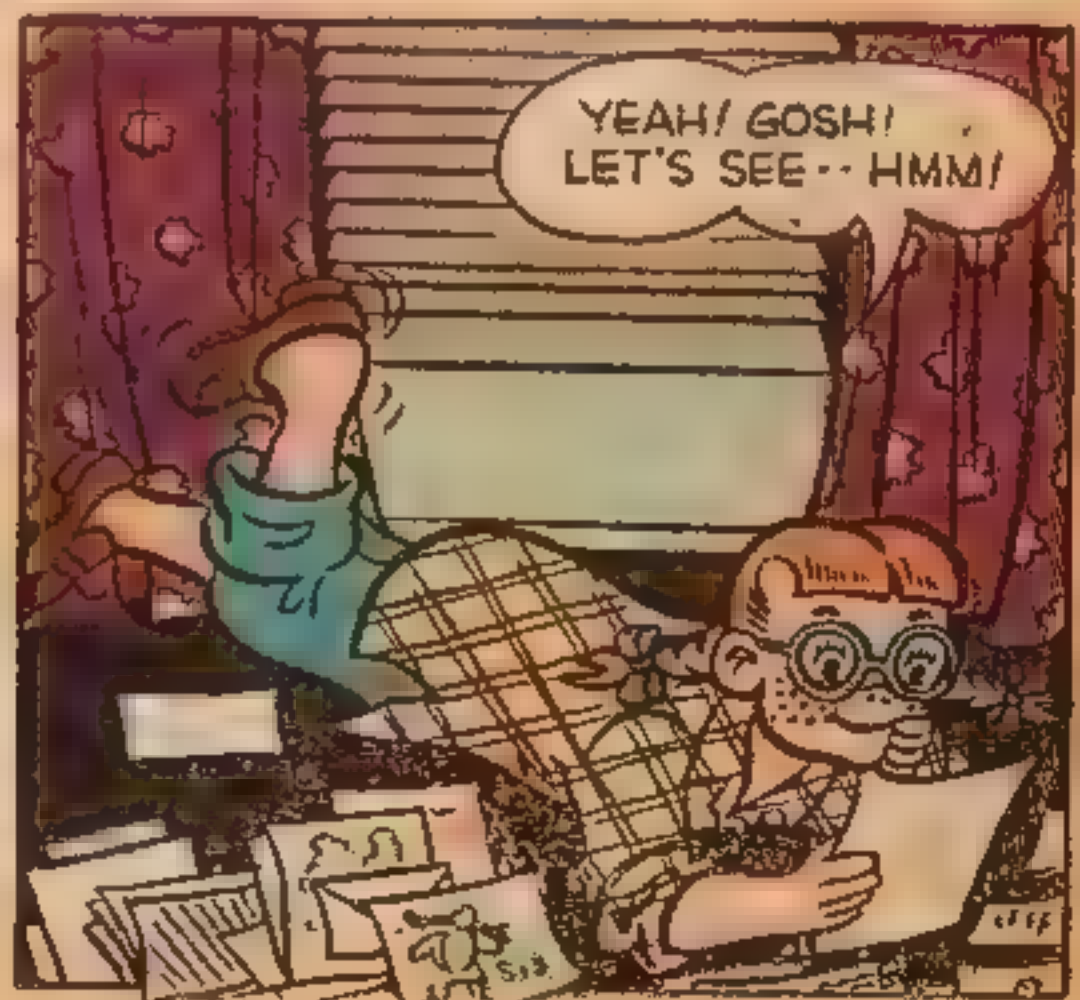
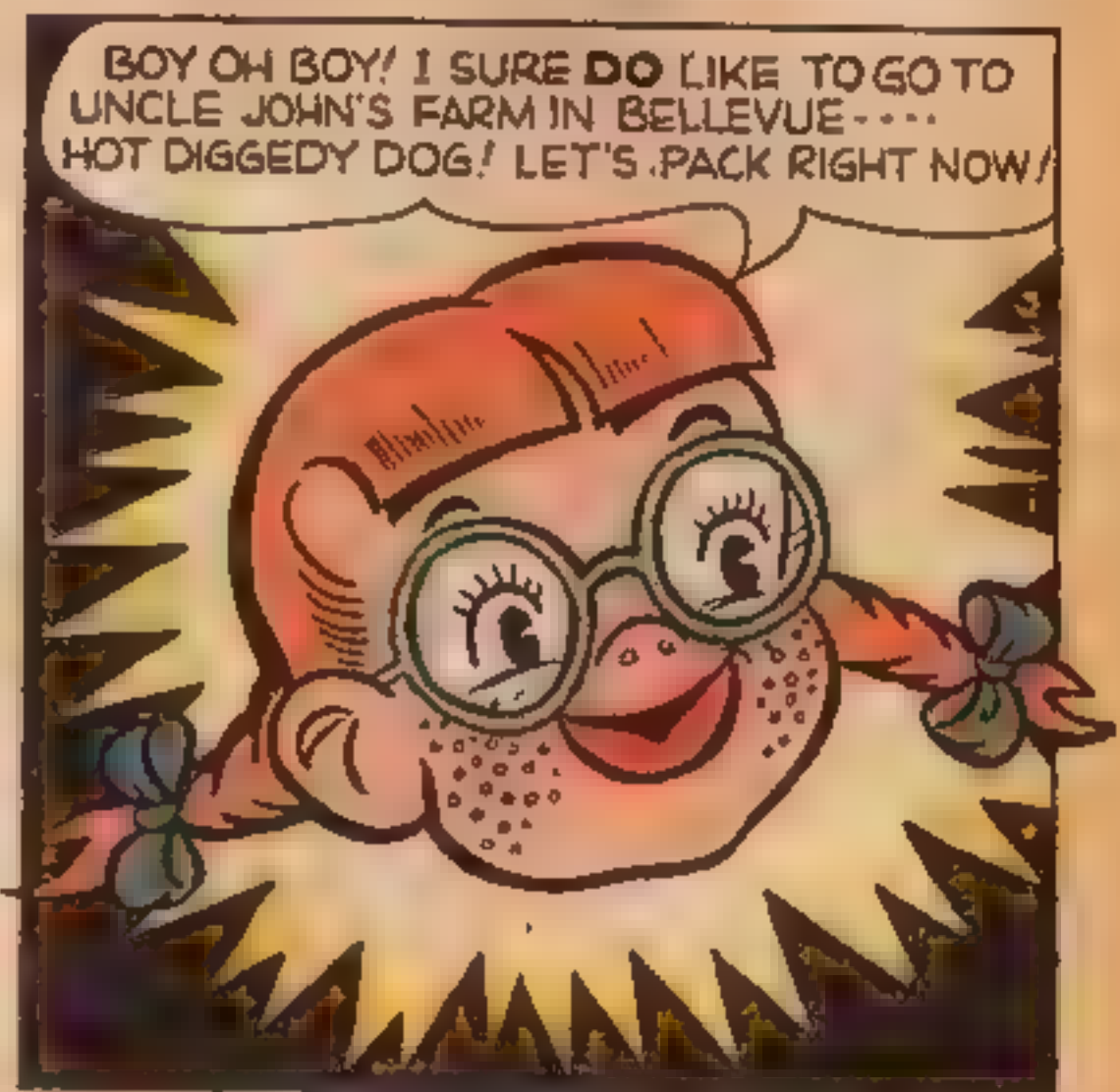
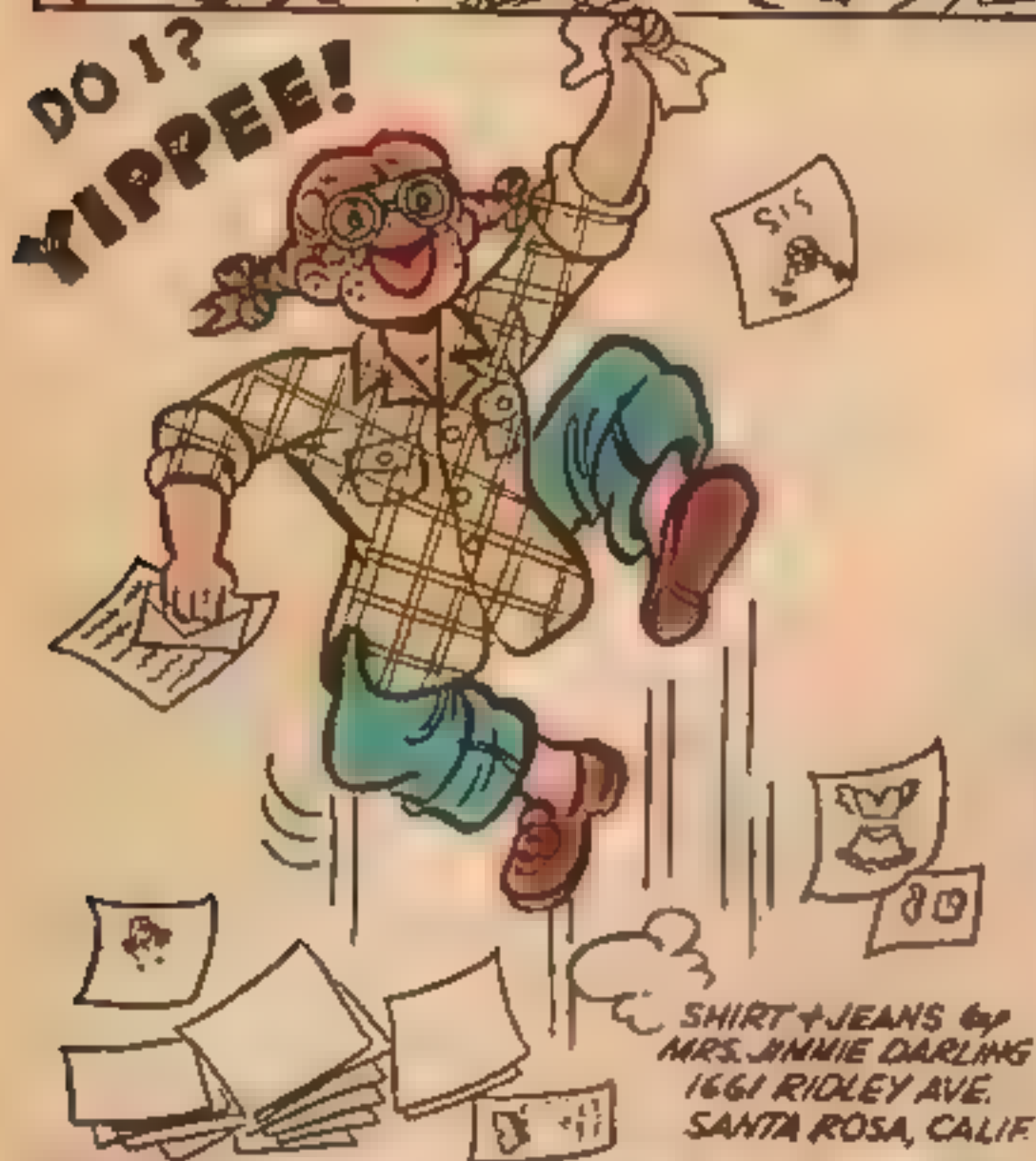
by  
BILL WOGGON



PIN-UP POSE AND FARMERETTE  
OUTFIT DESIGNED BY  
LUPE SERNA,  
EL PASO, TEXAS

① SAVE THIS PIN-UP OF KATY FOR YOUR COLLECTION  
WATCH FOR HER IN PEP, WILBUR, LAUGH AND SUZIE COMIC BOOKS!



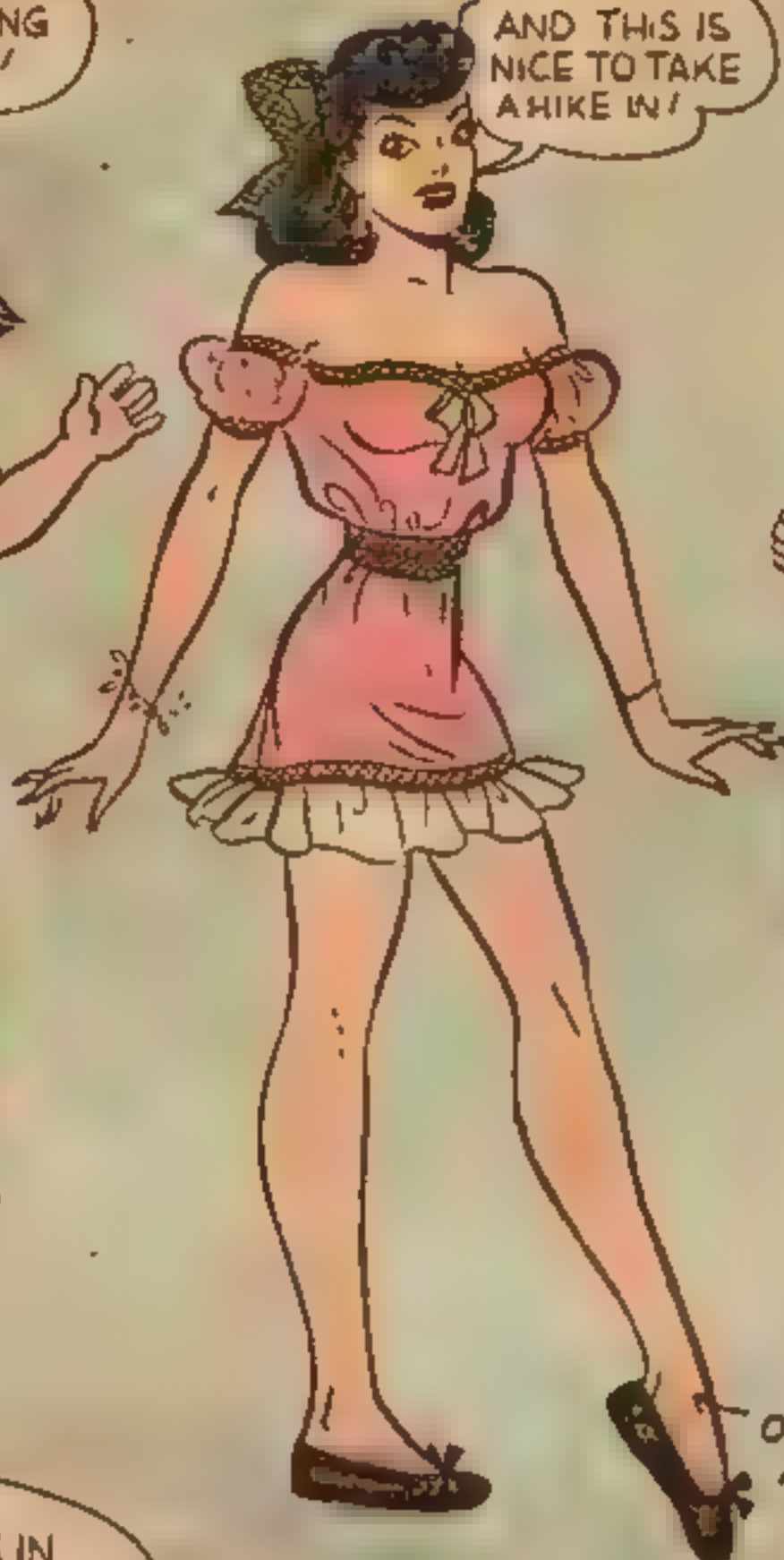




HERE'S THE THING  
FOR ME, KATY!

AND THIS IS  
NICE TO TAKE  
A HIKE IN!

OH BOY! HERE I AM, READY  
TO MILK UNCLE JOHN'S COWS!



PLAY SUIT AND POSE by  
PHYLLIS VERTRESE,  
153 N. OLIVER ST.,  
WICHITA, KANSAS

PLAY SUIT AND POSE by  
DOROTHY LEE M'CARTY,  
CLEWISTON, FLORIDA, AGE 9

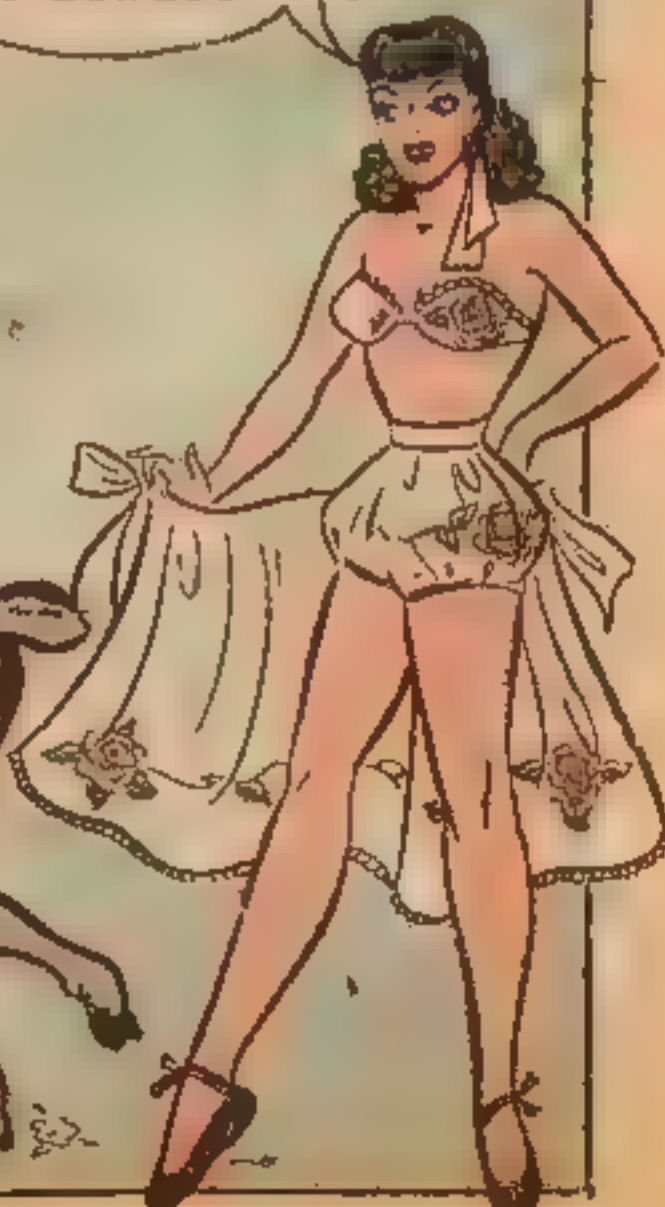
OUTFIT and POSE DRAWN by  
NELLIE SINGER, FOREST PARK, ILL.

I CAN FEED THE CHICKENS IN  
THIS CUTE SUN DRESS, DESIGNED by  
AUDREY BURGGRAFF, TRAILER  
CAMP 2, ST CLOUD, MINN.

THIS IS A CUTE OUTFIT  
AND POSE BY BARBARA  
REUSCH, BOX 413, M'PHERSON,  
KANSAS!

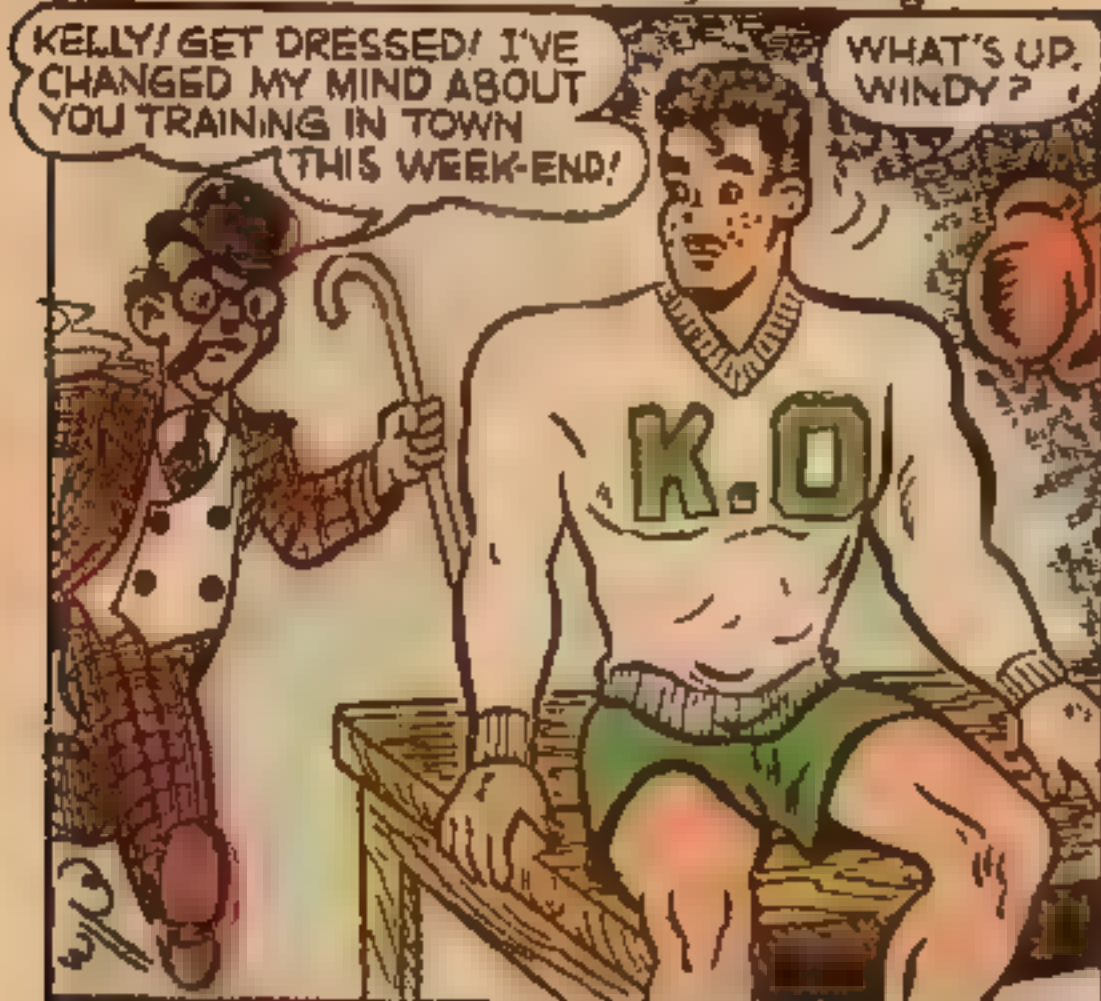
IN CASE I MIGHT WANT TO  
WALK OVER AND TAKE A SWIM IN  
THE LAKE NEARBY -- THIS IS  
DRAWN FOR ME BY JANET SNIPES,  
NORTH BALTIMORE, N.Y.  
P O BOX 296

I'D MAKE A CUTE  
MILK MAID IN THIS  
OUTFIT BY EMILY  
SLABY OF CALUMET,  
ILLINOIS

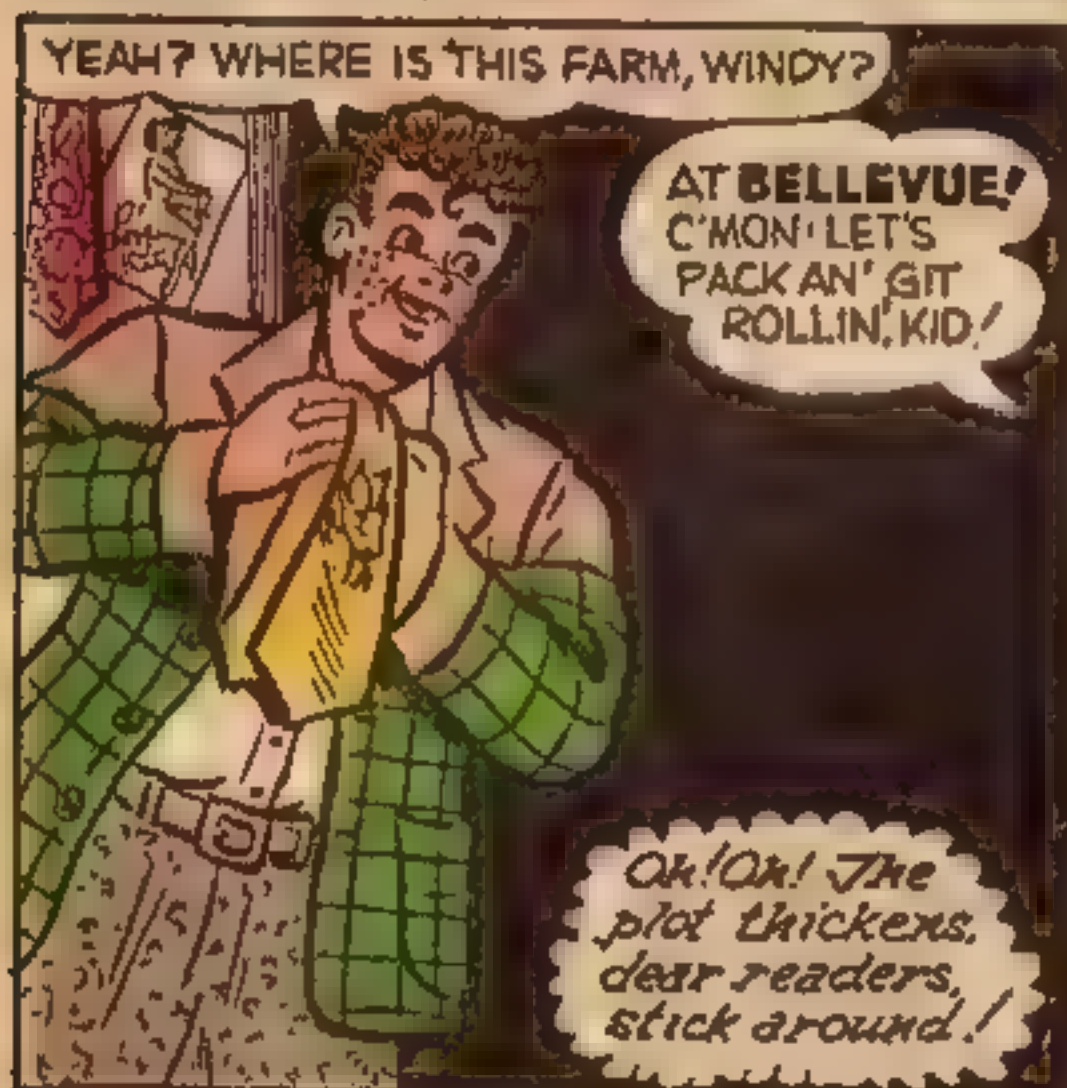
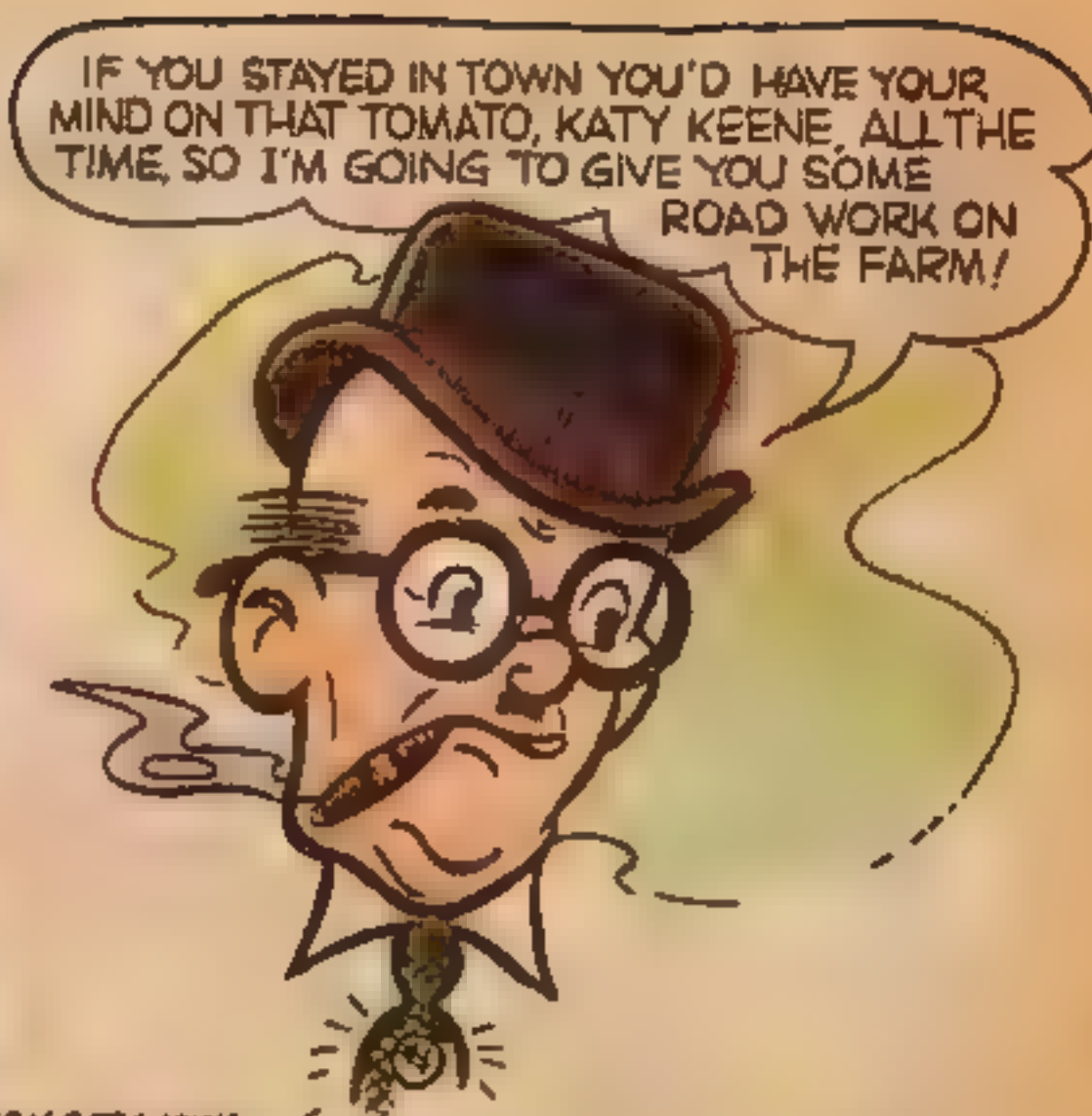




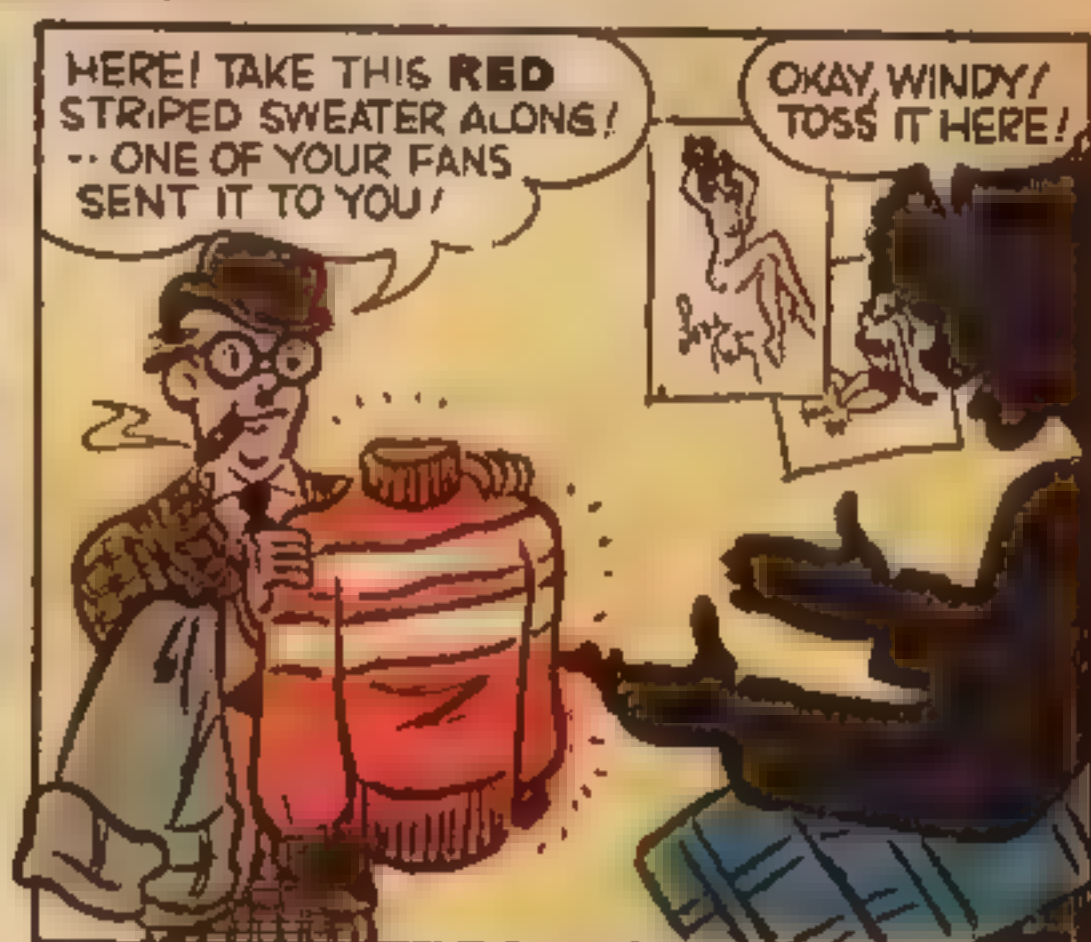
While Katy and Sis are choosing what to wear let's see what K.O. Kelly is doing



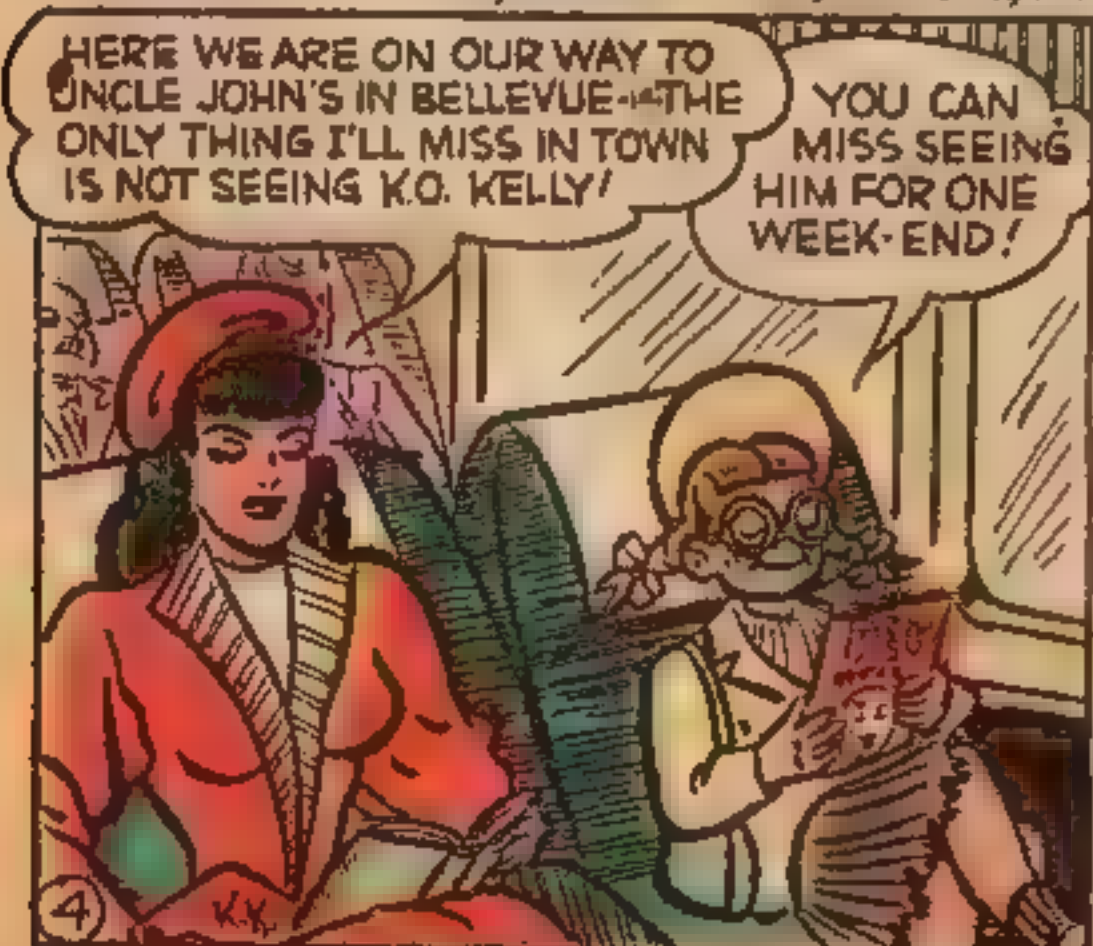
GYM OUTFIT ON K.O. by AUDREY ZARUBA, 200 12th S.E., MASON CITY, IOWA



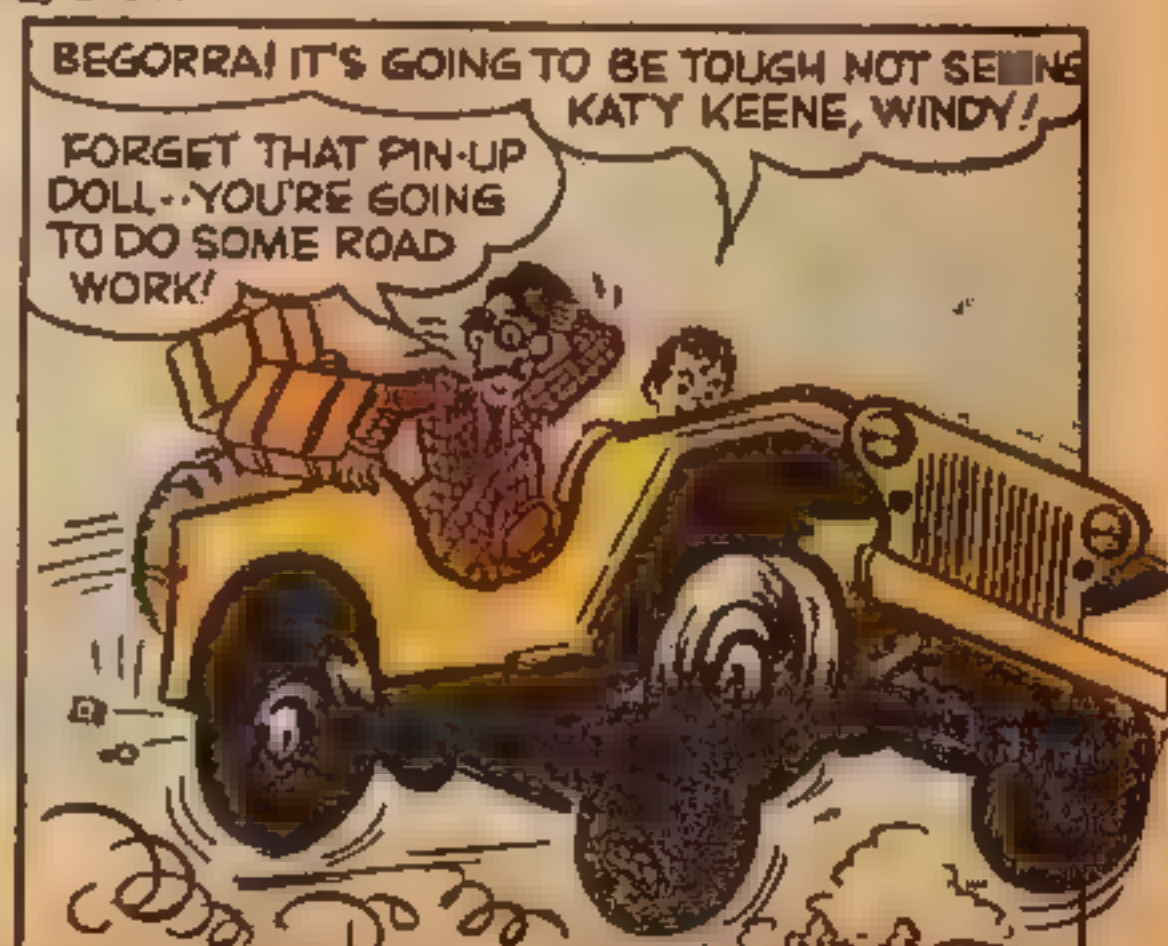
K.O.'S SPORT OUTFIT by SHIRLEY BECK, P.O. BOX 2, ALPINE, CALIF.



Yep! Stick around and keep your eye on that red sweater designed for K.O. by Edward Smith Route #11, Box 619, Springfield, Missouri.



KATY'S OUTFIT by DANIELA SEIJO, 83 JAMES ST., NEW YORK, N.Y. SIS'S by JAQUELINE BANFIELD, N.Y. 30, N.Y.

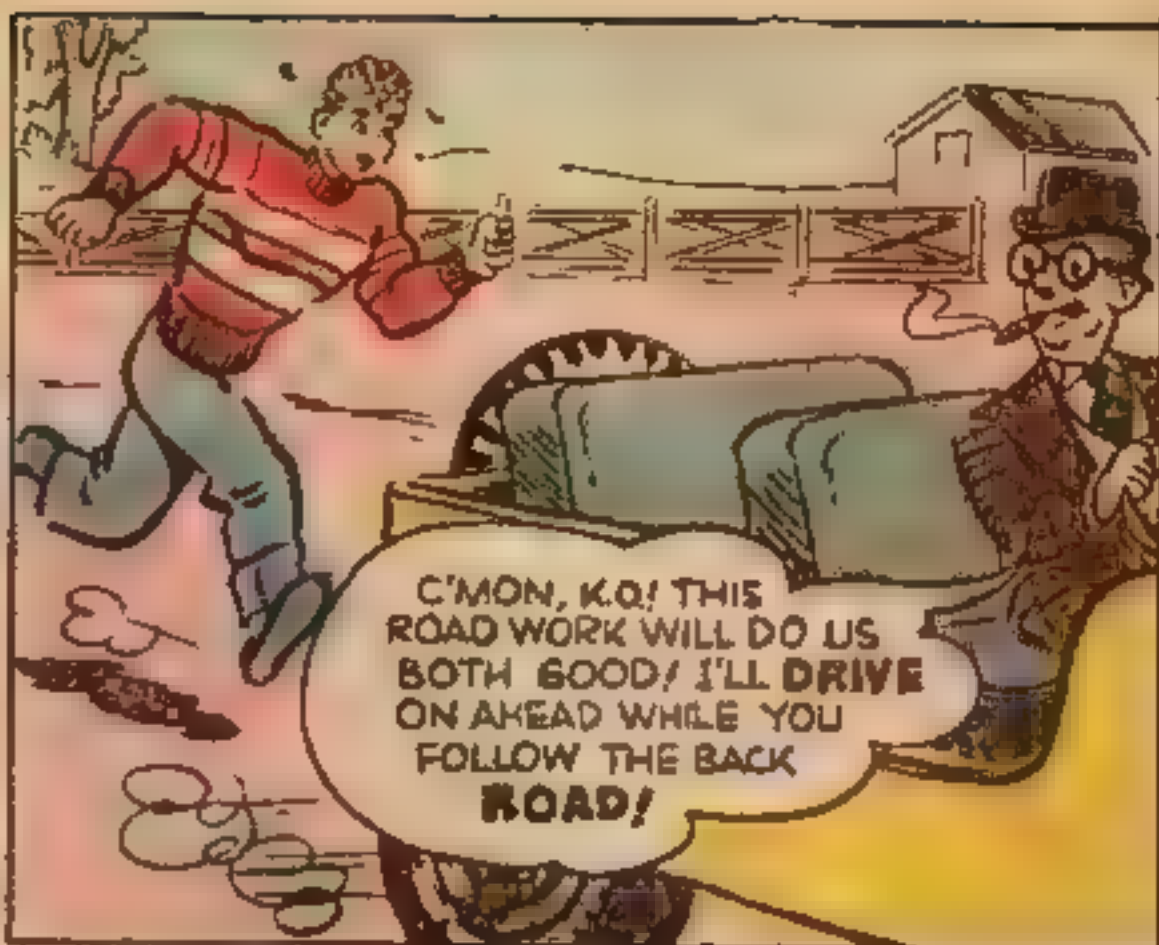




ISN'T THIS FRESH AIR WONDERFUL, SIS!

OUTFIT ON SIS by  
PEGGY BICKERSTAFF,  
NEW KENSINGTON, PA.,  
OUTFIT ON KATY by  
MAE MURAKAMI,  
SEATTLE, WASH

YEAH! AFTER WE  
GET THROUGH WITH  
THE CHORES LET'S  
CHANGE OUR CLOTHES  
AND TAKE A LONG  
HIKE! EH, KATY?

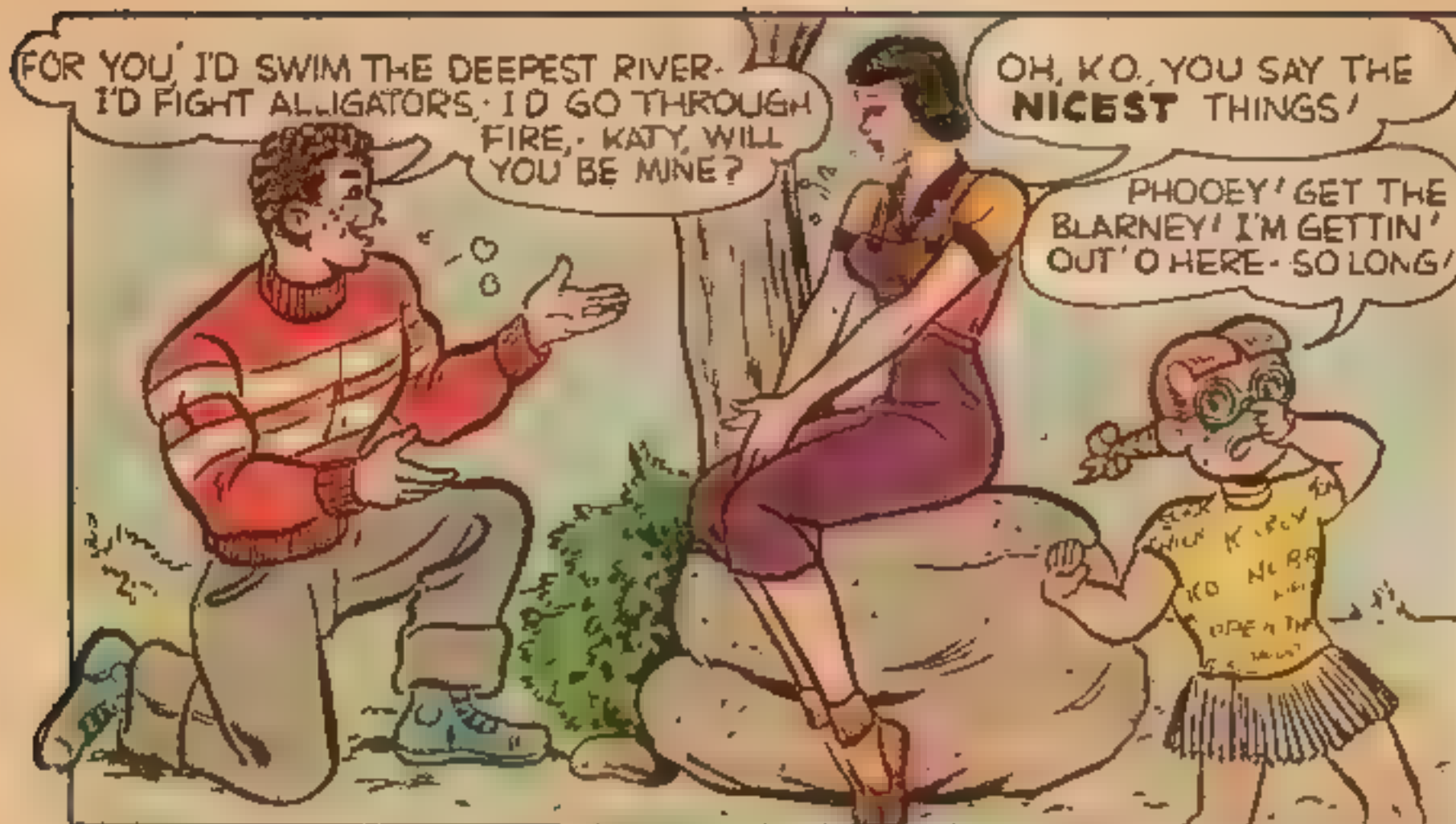


KATY'S HAIR-DO by M. LANG, LANG SALON & BEAUTY, TOLEDO, OHIO



SHORTS and POLO SHIRT on SIS by GERRY POLLOCK, 184 BROOKHAVEN RD., CHESTER, PENNA





PLAYSUIT ON KATY  
DESIGNED BY  
BARBARA DOWNIE,  
3602½ ST. JOHN,  
KANSAS CITY, 2 MO.

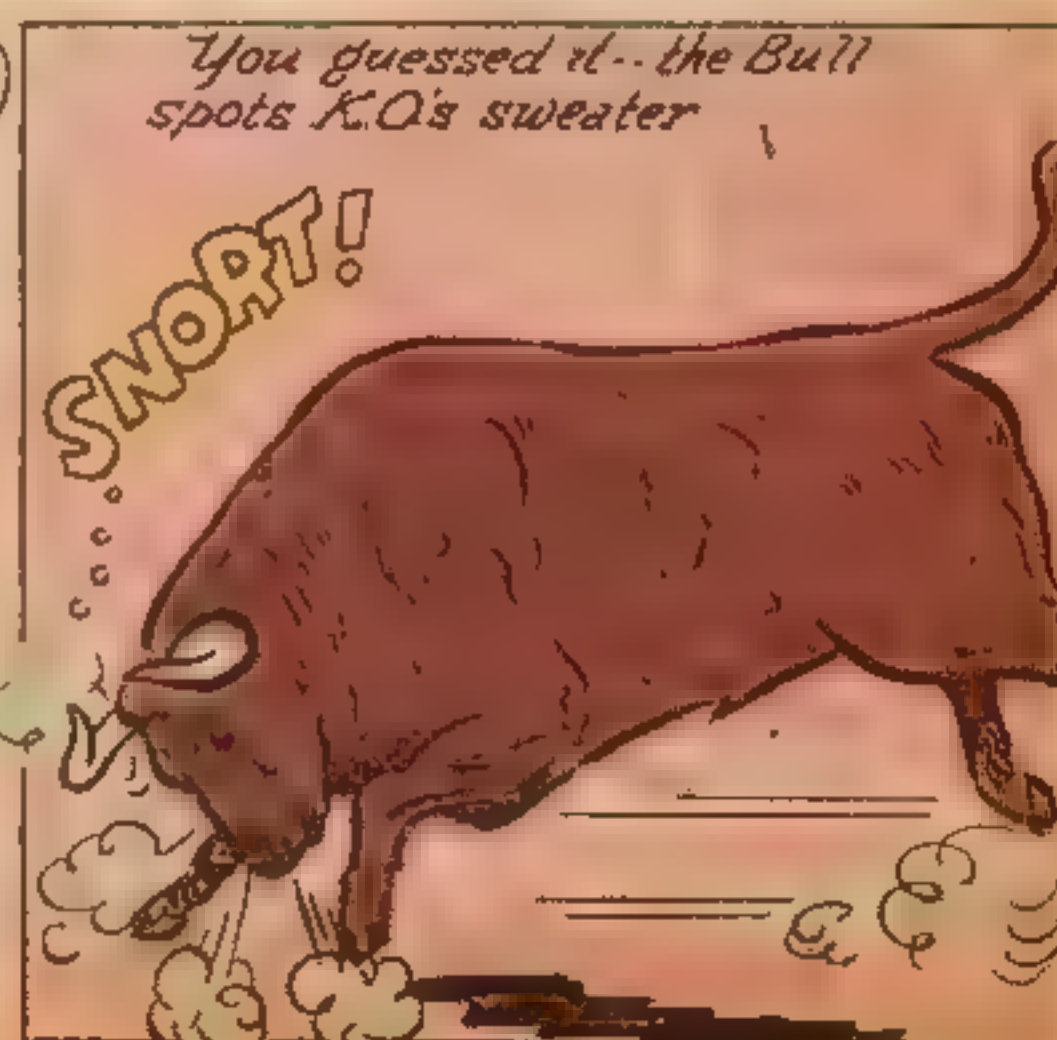
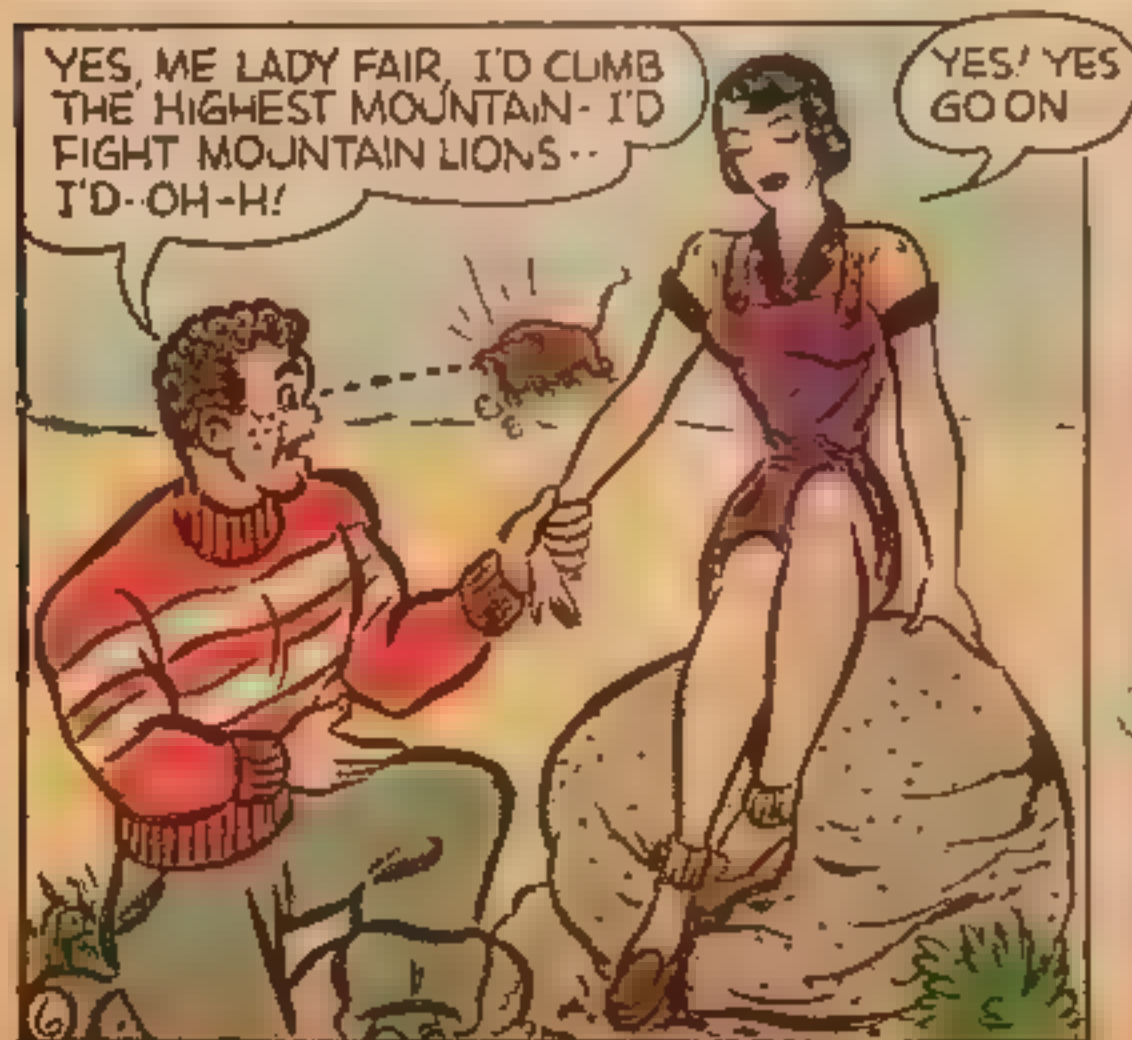
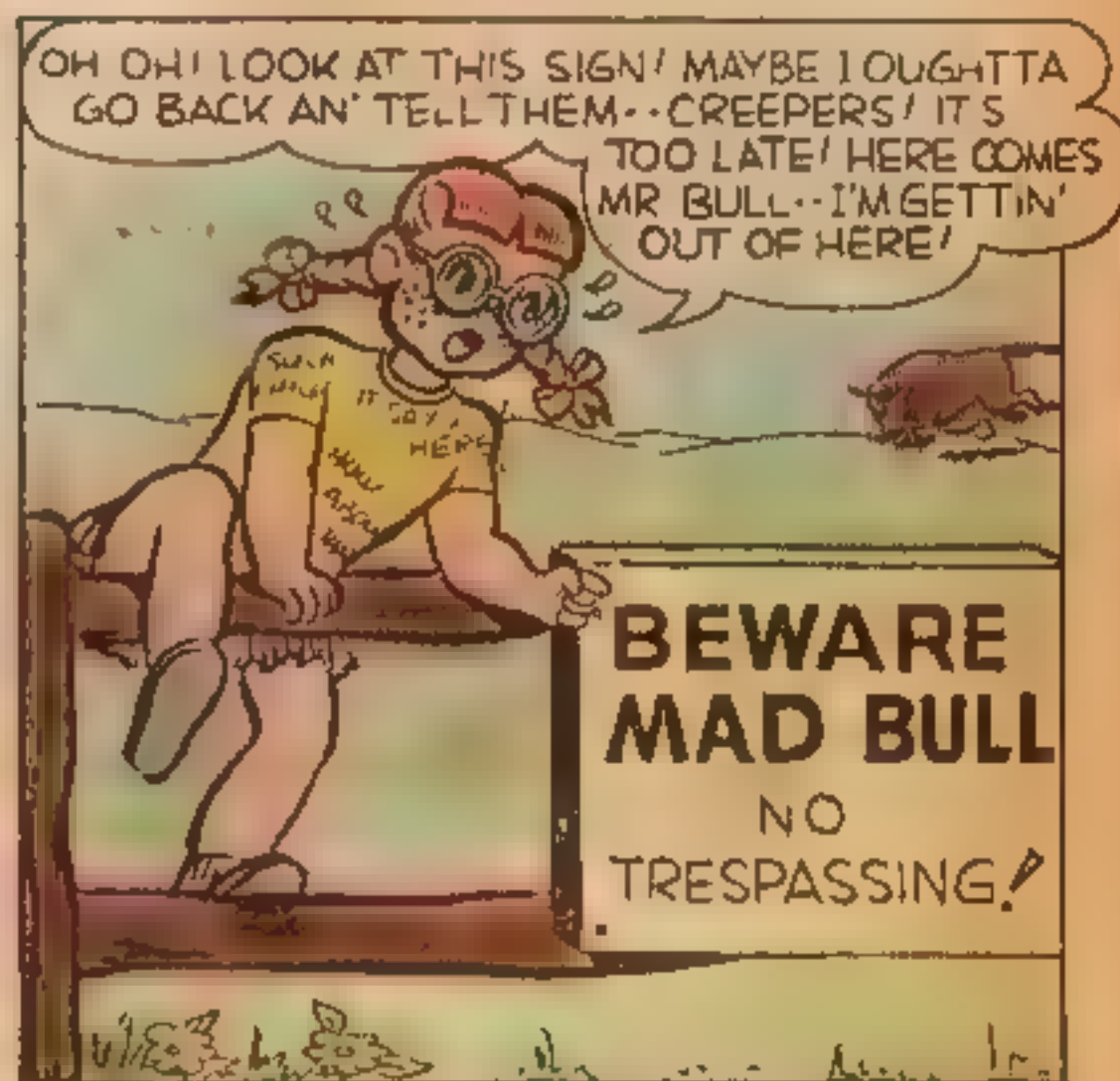
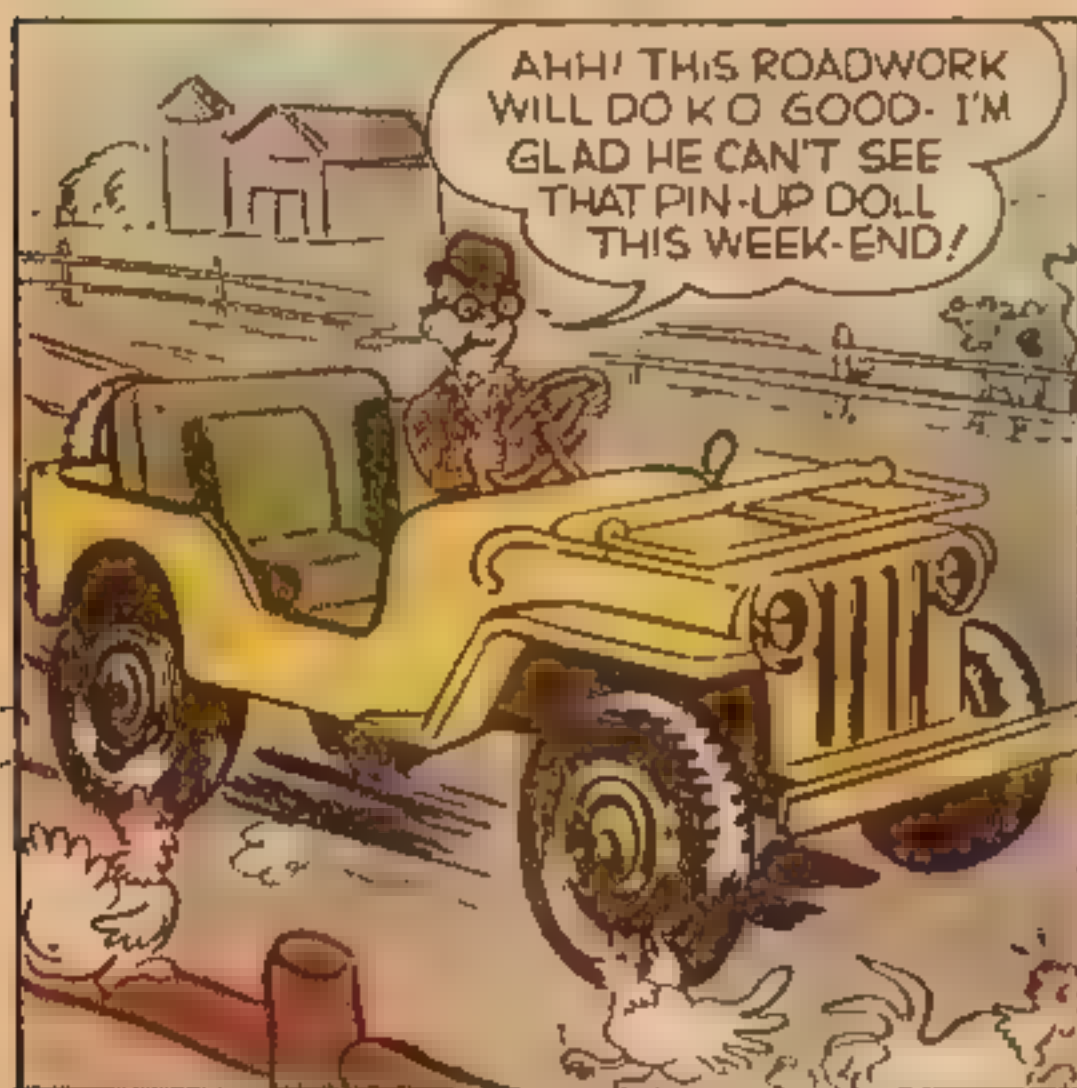
WANDA SLAWINSKI,  
710 ST. ANN'S AVE.  
BRONX 55, NY.

RUTH DANANCHER,  
9½ AVE,  
SEACLIFF, N.Y.

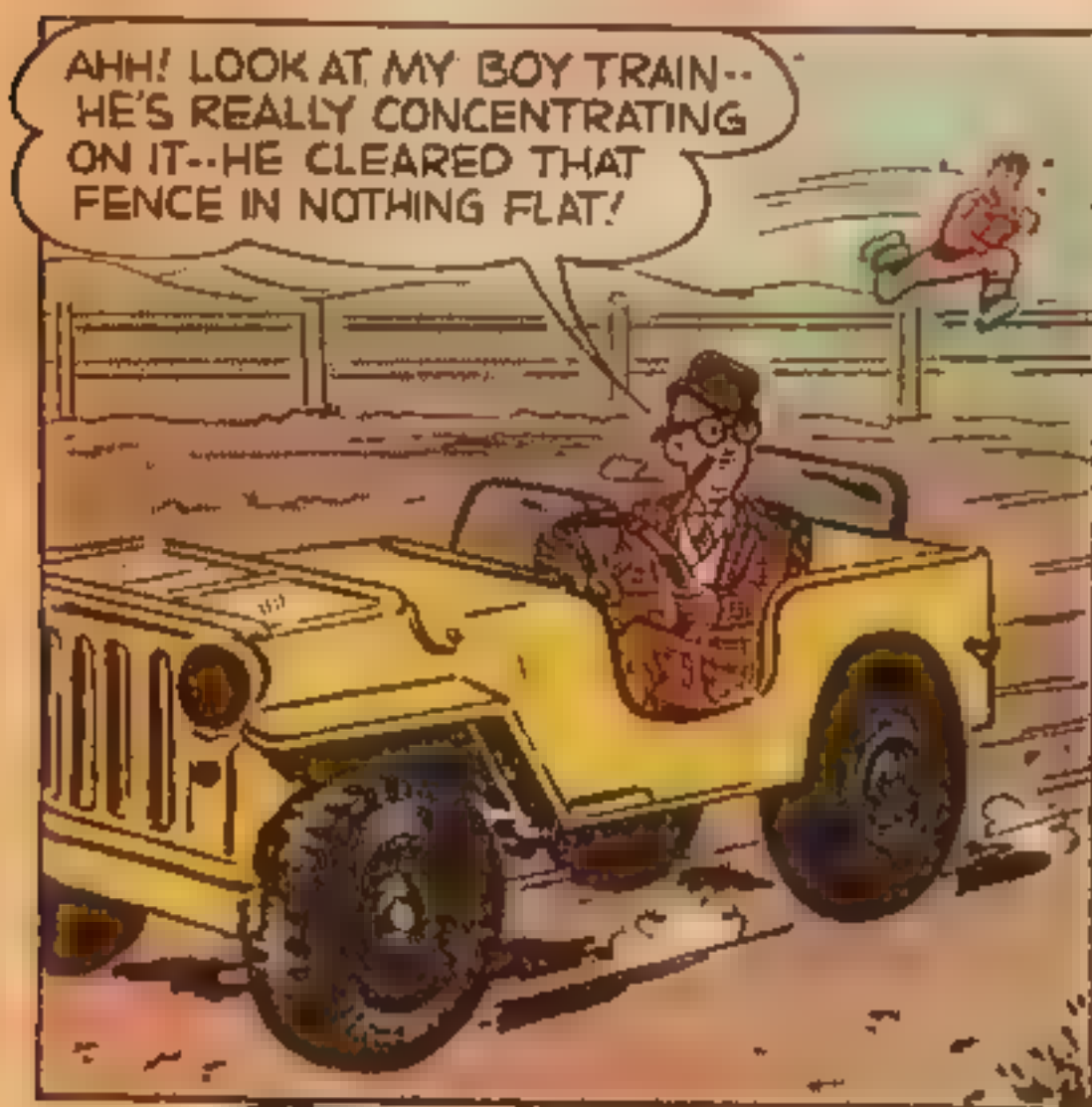
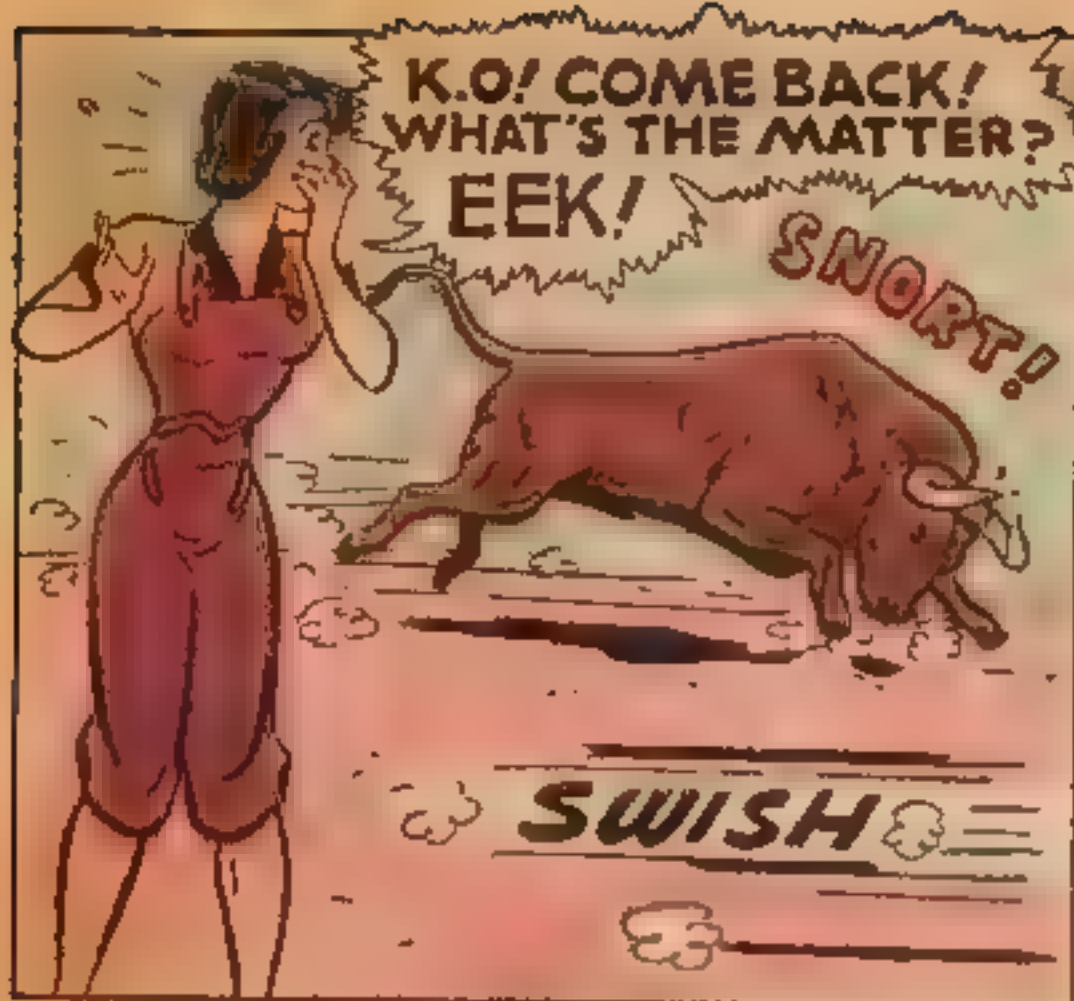
CLAIRE MONTICELLO  
DREW STATION, BOX 514  
LAKE CHARLES, LA.

YVONNE RICE,  
GRAND RAPIDS, MICH

FAYE MORRISON,  
20 E. ELGEE ST.,  
BEAUMONT, TEXAS.







Watch for **KATY, SIS** and **K.O.**  
in THESE FOUR BIG MAGAZINES



THEY'RE ALL **ARCHIE** COMIC PUBLICATIONS  
LOOK FOR THIS TRADEMARK

POSE, ETC. BY  
CHLOE BREWER,  
5026 HEEGE  
AFTON, 23, MO.



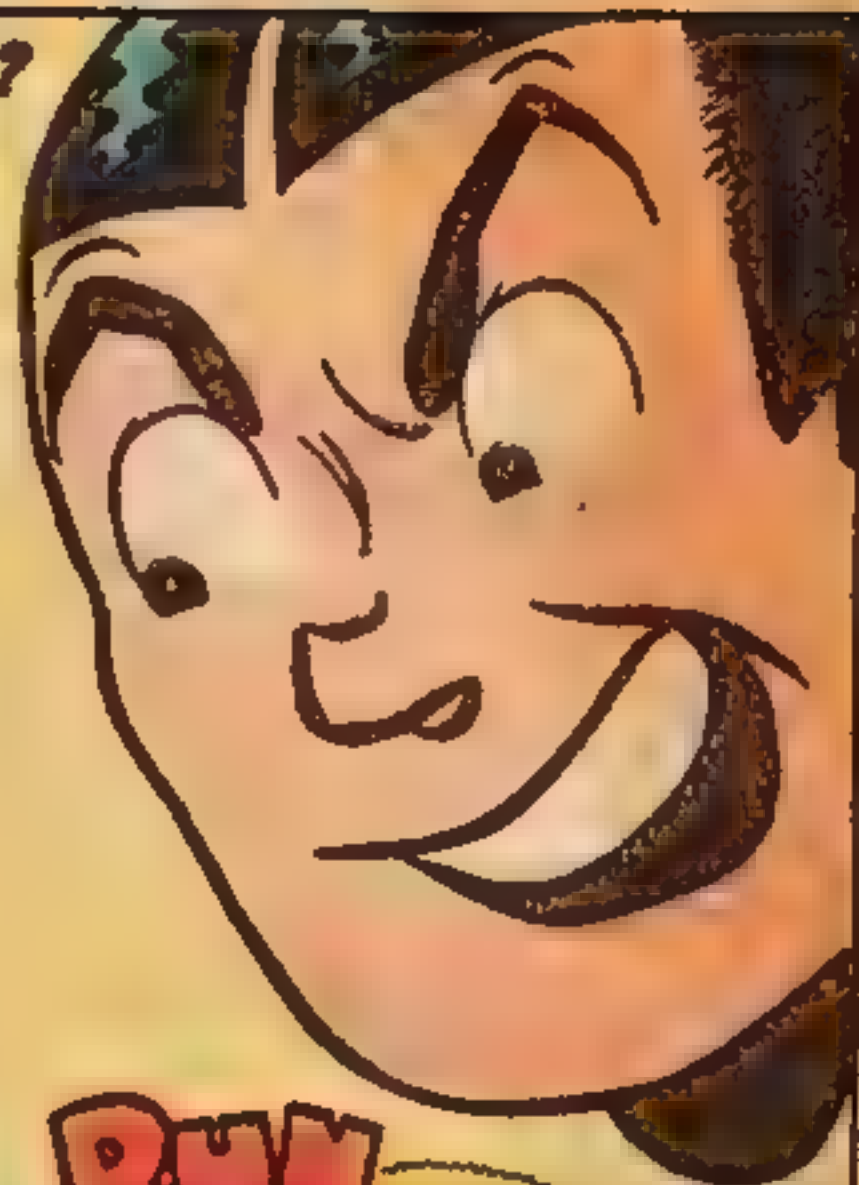


WHA' HOPPEN? WHY IS EVERYBODY RUNNING?

# Reggie is back!

ARCHIE'S RIVAL, REGGIE, IS BACK WITH A WHOLE NEW COLLECTION OF MISCHIEVOUS PLOTS AND SCHEMES TO TORMENT ARCHIE, JUGHEAD, COACH, MISS GRUNDY, AND MR. WEATHERBEE!

REGGIE IS GREATER THAN EVER IN THE SECOND ISSUE OF HIS OWN COMIC BOOK! DON'T MISS THE FUN...



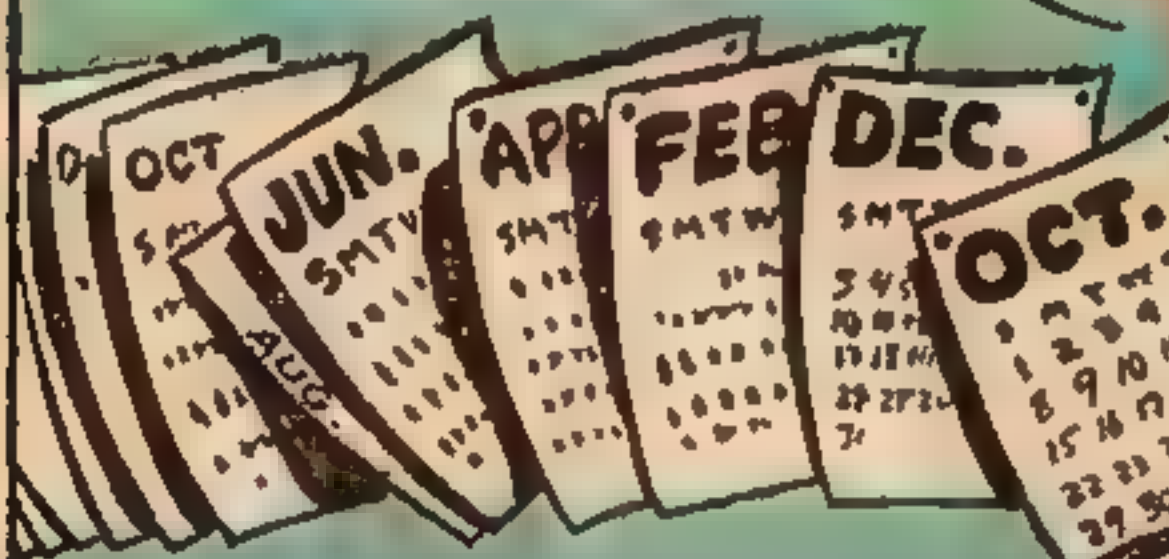
**RUN** TO YOUR DEALER  
NOW AND GET YOUR COPY  
OF...  
Archie's Rival  
**REGGIE**  
"EVERY STORY BRAND NEW"

Archie's  
Pal

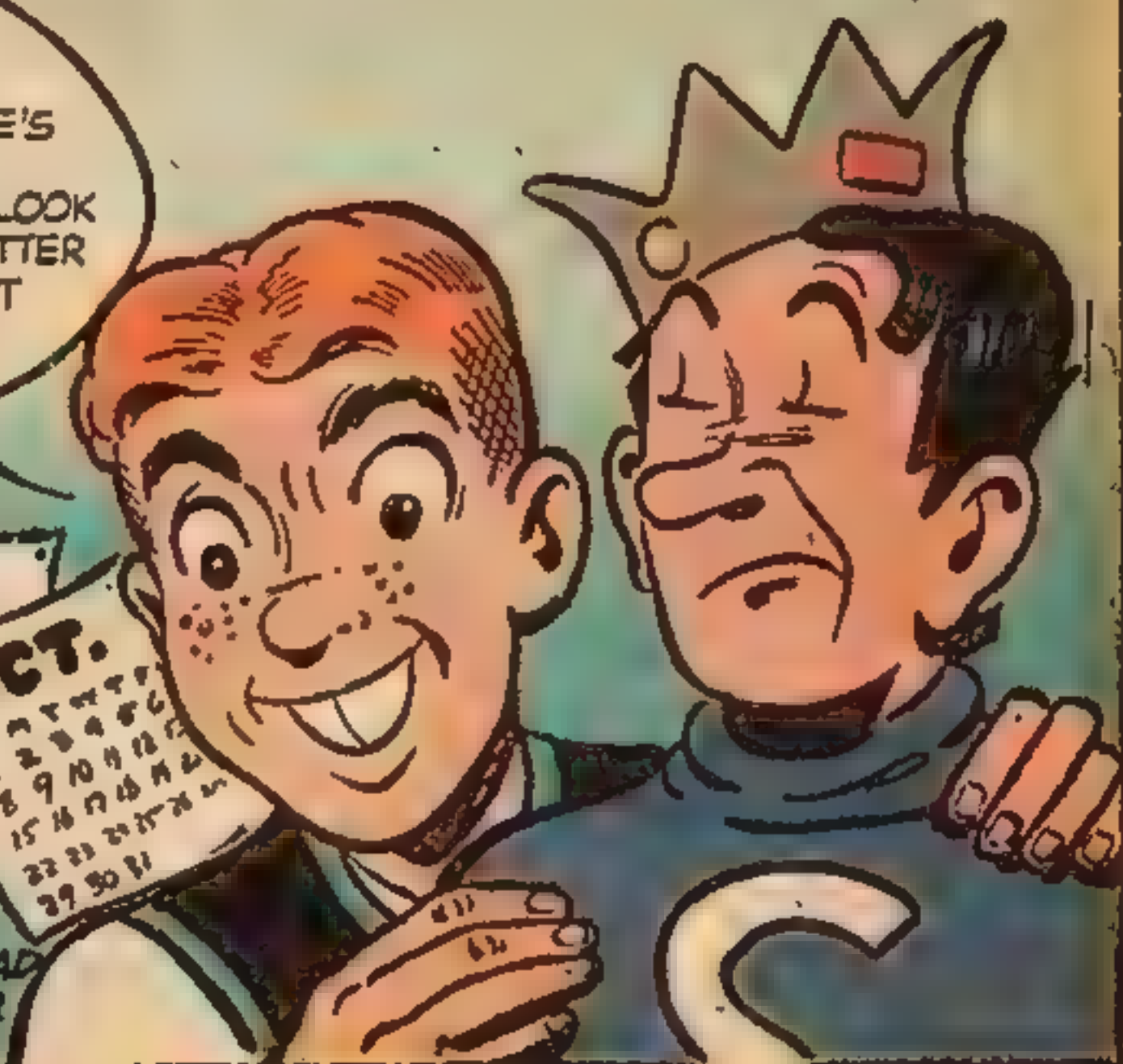
## Jughead

# IS HERE TO STAY!!

I KNEW HE'D DO IT, GANG! MY PAL JUGHEAD HERE MADE SUCH A HIT WITH YOU GUYS AND GALS THAT NOW HE'S APPEARING REGULARLY, EVERY OTHER MONTH, IN A MAGAZINE OF HIS OWN! SO LOOK FOR HIM ON YOUR NEWS STANDS! OR BETTER STILL, TELL YOUR NEWS DEALER TO PUT ASIDE YOUR COPY OF ARCHIE'S PAL JUGHEAD!



HERE ARE THE MONTHS ARCHIE'S PAL, JUGHEAD WILL APPEAR. IF YOU MISS YOUR COPY ASK YOUR NEWS DEALER! HE'LL GET IT FOR YOU!





# GETTING BALD?

## GROW MORE VIRILE HAIR



"I recommend SAYVE because it's the best Science can do to **SAVE YOUR HAIR**"  
— Rocco, Personal Barber of the late THOMAS A. EDISON.

**IN 30 DAYS OR DON'T PAY A CENT!**  
**Most Bald People Could Have Saved Their Hair Had They Acted in Time!**

**Once you notice symptoms of TOO MUCH HAIR IN YOUR COMBINGS, ITCHY SCALP, EXCESSIVE DRYNESS OR OILINESS**

## ACT IMMEDIATELY!

**Beware of too much hair in your comb, it is a dangerous symptom!**

Once you are BALD it's too late, nothing can help you, not even SAYVE! So don't delay, delay may cost you your hair! SAYVE keeps your sick scalp free of itchy dandruff, seborrhea, and stops the hair loss they cause.

SAYVE KILLS the hair-destroying germs (1) Pityrosporum. Ovale, (2) Staphylococcus Albus and (3) Cornebacterium Acnes. Leading dermatologists feel that in killing these germs you rid yourself of the scalp conditions that result in BALDNESS! SAYVE has been extremely successful with "Difficult" hair and scalp conditions! So restful in the new and improved amazing SAYVE formula that you'll *grow more virile hair* WITHIN 30 Days or you return the unused portion and your money will be refunded!

SAYVE is an exclusive laboratory-created formula. Used by Rocco, Barber to the late Thomas A. Edison. **DON'T DARE TO DELAY! MAIL COUPON** and test it at home for 10 days FREE at our expense!

### GUARANTEE

If the SAYVE HAIR FORMULA isn't better than any product or treatment you have ever had, if you don't grow more virile hair in 30 days, if it doesn't do for you what it has done for others, if you are not delighted with it, return it and your money will be refunded in full. SAYVE is guaranteed to both MEN and WOMEN!

**SAYVE HAIR COMPANY**

1025 Broad Street New York, N. J.

### SEND NO MONEY

**SAYVE HAIR COMPANY, Dept. 100**  
1025 Broad Street, New York, New Jersey

Rush the SAYVE hair and scalp treatment (90-day supply) in plain wrapper. I must be 100% satisfied with the results of this treatment, I must grow more virile hair in 30 days, or my money will be refunded upon return of the unused portion. I am the sole judge.

☐ Enclosed find \$5. (Cash, check or money order.)  
Send postage prepaid.

☐ Send C.O.D. I will pay postman \$5 plus postage.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

I understand if not delighted with the new and improved SAYVE hair formula, I can return the unused portion after 10 days for full purchase price refund.

**SENT ON APPROVAL!**



# REDUCE KEEP SLIM AT HOME WITH RELAXING, SOOTHING MASSAGE!

## ELECTRIC SPOT REDUCER



FOR GREATEST BENEFIT IN REDUCING by massage use spot REDUCER with or without electricity—Also used as an aid in the relief of pains for which massage is indicated.

TAKE  
POUNDS  
OFF—  
KEEP SLIM  
AND TRIM

## TAKE OFF UGLY FAT!

Don't Stay **FAT**— You Can **LOSE**  
**POUNDS and INCHES SAFELY** without risking HEALTH

Take pounds off—keep slim and trim with Spot Reducer! Remarkable new invention which uses one of the most effective reducing methods employed by masseurs and Turkish baths—MASSAGE! One of Nature's most commonly used aids. With the SPOT REDUCER you can now enjoy the benefits of RELAXING, SOOTHING massage in the privacy of your own home! Simple to use—just plug in, grasp handle and apply over most any part of the body—stomach, hips, chest, neck, thighs, arms, buttocks, etc. The relaxing, soothing massage breaks down **FATTY TISSUES**, tones the muscles and flesh, and the increased awakened blood circulation carries away

waste fat—helps you regain and keep a firmer and more **GRACEFUL FIGURE!**

### YOUR OWN PRIVATE MASSEUR AT HOME

When you use the Spot Reducer, it's almost like having your own private masseur at home. It's fun reducing this way! It not only helps you reduce and keep slim—but also aids in the relief of those types of aches and pains—and tired nerves that can be helped by massage! The Spot Reducer is handsomely made of light weight aluminum and rubber and truly a beautiful invention; you will be thankful you own AC 110 volts.



PLUG IN  
GRASP  
HANDLE  
AND  
APPLY



UNDERWRITERS  
LABORATORY  
APPROVED

## TRY THE SPOT REDUCER 10 DAYS FREE IN YOUR OWN HOME!

Mail this coupon with only \$1 for your Spot Reducer on approval. Pay postman \$8.95 plus delivery—or send \$9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return Spot Reducer for full purchase price refund. Don't delay! You have nothing to lose—except ugly, embarrassing, undesirable pounds of **FAT**. MAIL COUPON now!

### ALSO USE IT FOR ACES AND PAINS



#### CAN'T SLEEP:

Relax with electric Spot Reducer. See how soothing its gentle massage can be. Helps you sleep when massage can be of benefit.



#### MUSCULAR ACES:

A handy helper for transient relief of discomfort that can be aided by gentle, relaxing massage.

#### USED BY EXPERTS:

Thousands have lost weight this way—in hips, abdomen, legs, arms, necks, buttocks, etc. The same method used by stage, screen and radio personalities and leading reducing salons. The Spot Reducer can be used in your spare time, in the privacy of your own room. **ORDER IT TODAY!**

**SPOT REDUCER CO., Dept. E-58**  
1025 Broad St., Newark, New Jersey

Please send me the Spot Reducer for 10 days trial period. I enclose \$1, upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

Name

Address

City  State

☐ **SAVE POSTAGE**—check here if you enclose \$9.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.



Be First



Act Now

# GIVEN PREMIUMS

BOYS - GIRLS  
LADIES - MEN

WE ARE  
RELIABLE

Our 55th Year



WE TRUST YOU

# GIVEN CASH

COMMISSION

Be First



SEND NAME AND  
ADDRESS ON  
COUPON - NO MONEY NOW

Wrist Watches, Pocket Watches, 1000 Shot  
Daisy Air Rifles (with tube of shot), 22 Cal.  
Rifles, Radios, Cameras (sent postage paid). Many other  
valuable Premiums or Cash Commission now easily yours.

SIMPLY GIVE beautiful art pictures with White CLOVERINE  
Brand SALVE for chaps and mild burns and easily sold to  
friends, neighbors, relatives at 25 cents a box (with picture)  
and remit amount asked under Premium shown in catalog  
sent with your order postage paid by us to start. Write or  
mail coupon today. We are reliable. Our 55th year. Act  
Now! WILSON CHEMICAL CO., Dept. A-63, TYRONE, PA.

## PREMIUMS or CASH GIVEN

ACT  
NOW



Mail Coupon  
We Trust  
You

Our  
55th  
Year



BOYS - GIRLS - LADIES - MEN

Movie Projectors (with roll of film), Cameras (sent postage  
paid), Latest model boys-girls Bicycles, Wagons (sent express  
charges collect). Many other Premiums or Cash Commission  
now easily yours. SIMPLY GIVE art pictures with White  
CLOVERINE Brand SALVE easily sold to friends, neighbors,  
relatives at 25 cents a box (with picture) and remit per catalog  
sent with your starting order postage paid by us. Write or mail  
coupon today. WILSON CHEM. CO., Dept. B-63, TYRONE, PA.

## PREMIUMS or CASH GIVEN

ACT  
NOW



GIRLS  
BOYS

Lovable, fully dressed  
Dolls over 15 inches in  
height, Electric Record  
Players, Complete Fishing  
Kits (sent postage paid),  
Other Premiums or Cash  
Commission now easily  
yours. SIMPLY GIVE art  
pictures with White CLO-  
VERINE Brand SALVE and  
remit per catalog sent with  
starting order postage paid  
by us. Be first. 55th Year.  
WILSON CHEMICAL CO.,  
Dept. C-63, TYRONE, PA.

BE  
FIRST

## GIVEN - GIVEN PREMIUMS or CASH COMMISSION



Boys - Girls - Ladies  
Men — Send No  
Money Now — Just  
Name and Address  
On Coupon — We  
Trust You

Football, Radios, 22 Cal. Rifles, Alarm Clocks (sent postage  
paid). Other Premiums or Cash Commission now easily yours.  
SIMPLY GIVE pictures with White CLOVERINE Brand SALVE  
easily sold at 25 cents a box (with picture) and remit amount  
asked under Premium shown in catalog sent with order postage  
paid by us to start. Write or mail coupon today. We are  
reliable. WILSON CHEMICAL CO., Dept. D-63, TYRONE, PA.



## MAIL COUPON TODAY

Wilson Chem. Co., Dept. AC-63, Tyrone, Pa. Date.....  
Gentlemen:—Please send me on trial 13 colorful art  
pictures with 12 boxes of White CLOVERINE Brand  
SALVE to sell at 25c a box (with picture). I will remit  
amount within 30 days, select a Premium or keep Cash  
Commission as fully explained under Premiums wanted  
in catalog sent with my order postage paid to start.

Name..... Age.....

St..... RD..... Box.....

Town..... Zone..... State.....

Print LAST.....

Name Here.....

Paste on a postal card or mail in an envelope NOW



MAIL COUPON

55th YEAR



LET'S FACE IT...  
YOU NEED A  
TUMMY-FLATTENER!



**BEFORE** Sagging muscles, bumps and bulges. Clothes looked awful. Nothing seemed to fit right. Couldn't wear any of the new styles.



**INTERLOCKING HANDS  
OF FIRM SUPPORT\***

Test how you'll feel wearing the TUMMY-FLATTENER this way: clasp hands across abdomen as shown and press up and in. Feel good? That's how you'll feel when you put on the TUMMY-FLATTENER.

WHEE!...  
WHAT A DIFFERENCE!  
THIS REALLY  
TAKES ME IN!



**AFTER** Protruding stomach pushed back in. Front level. Waist line evened out. Superfluous "tummy roll" neatly tucked away. Clothes fit swell. Also ideal under slacks, play shorts and swim trunks. Complete with detachable garters, changeable crotch piece.

**PERFECT UNDER SLACKS, PLAY SHORTS AND BATHING SUITS**

**10 DAY TRIAL OFFER!**

**SEND NO MONEY!**

Convince yourself! See the difference with your own eyes. Try TUMMY-FLATTENER at our expense. If you're not delighted with the immediate results, return in 10 days for immediate refund. TUMMY-FLATTENER sent by Return Mail. Don't wait another minute. Mail coupon TODAY! NOW!

**NOW  
to You  
ONLY  
\$2.98**

WARD GREEN CO., Dept. TA  
113 West 57th St., New York 19, N. Y.  
Rush TUMMY-FLATTENER in Plain Wrapper ON APPROV. AL by Return Mail. I'll pay postman \$2.98 plus postage. If not thrilled and delighted with the immediate results, I may return it in 10 days for immediate refund. (Extra Large Size, 37 and up, \$3.98) (Extra crotch pieces, 50¢ each)  
WAIST MEASURE .....  
NAME .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....  
☐ I enclose \$2.98 (or \$3.98 for size 37 and up). You pay postage.